# MAXIM®

SOUTH AFRIC

APRIL 2015

## FERRARI'S CALIFORNIA T
THE SUPER CRUISER

## TOP 20 HOTELS
YOU HAVE TO VISIT BEFORE YOU DIE

## LIFE IN THE FAST LANE
SA'S MOST SUCCESSFUL GAME DEVELOPER

## BUILD MUSCLE & BURN FAT!
ULTIMATE WORKOUTS

## FASHION
THE BEST LOOKS FROM NEW YORK FASHION WEEK

PLUS

## TANIA MER
DARING, BLONDE AMBITION

## CRISTIANO RONALDO'S
RISE TO STARDOM

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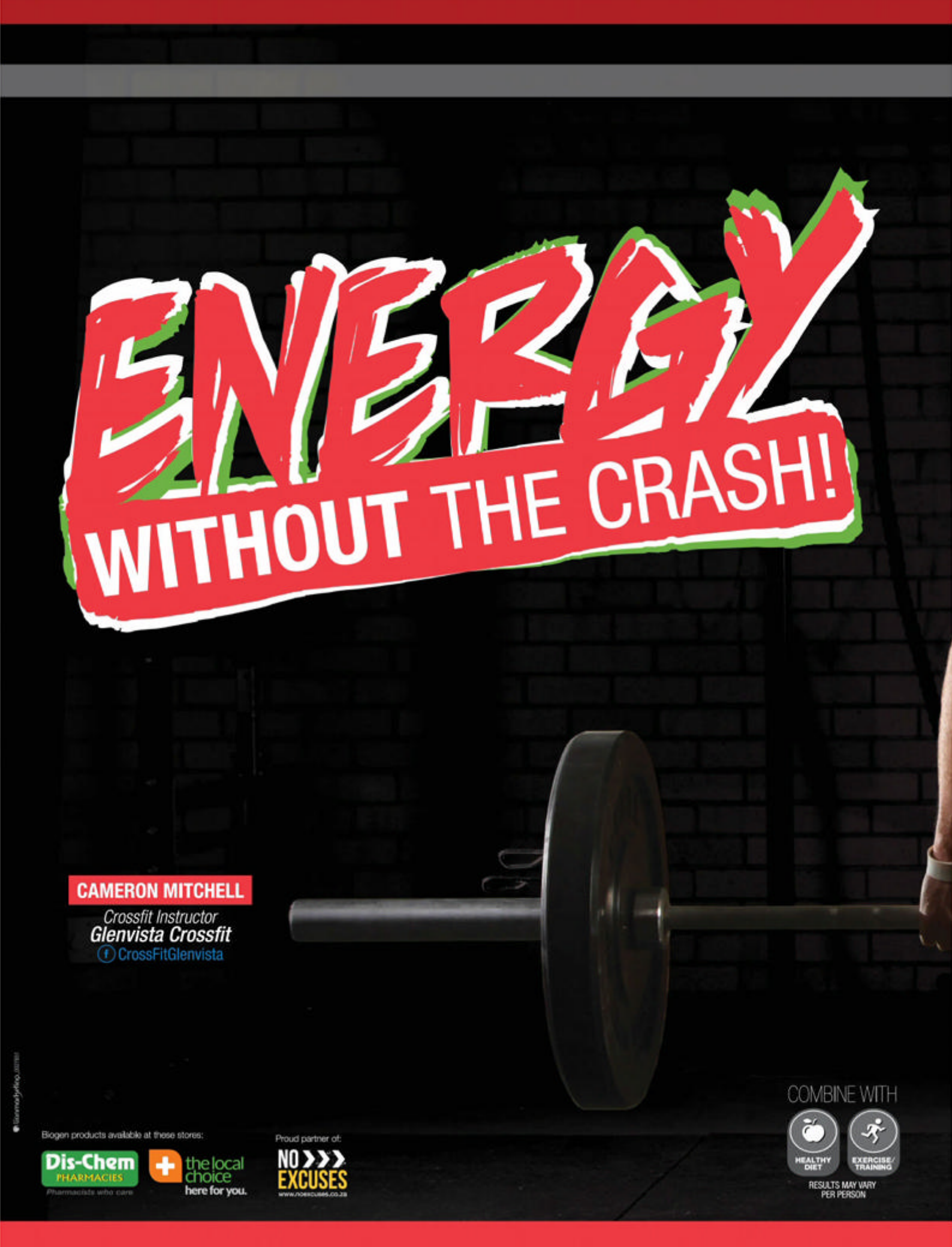
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18 LNSVD

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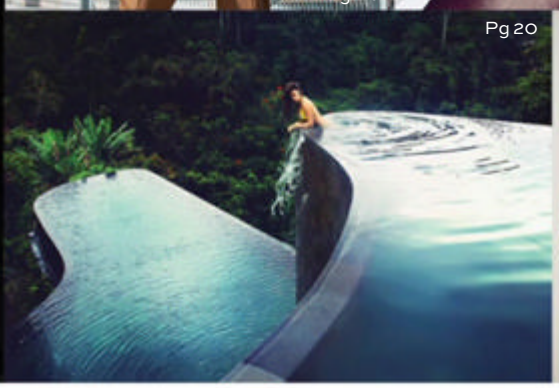
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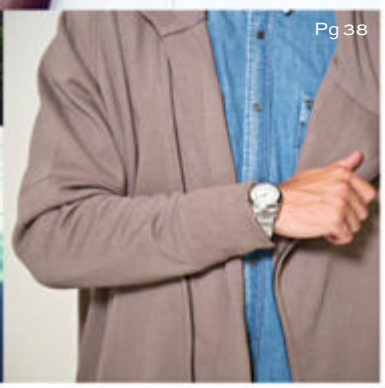
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## SIMPLY THE BEST!

There is something special about a young man who's become an icon by simply kicking a ball around. For one thing, his weekly wage is equivalent to what most small to medium-sized companies turnover in a year. Cristiano Ronaldo is, without doubt, one of those rare breeds, visible on page 70. Speaking of the best, we had an exclusive one-on-one with one of the globe's jet-setting game developers, Stephen Viljoen, who hones his craft from his residence in Hermanus. Judging by what he says on page 72, he has turned what was once a hobby, into a pretty lucrative career. Ferrari has stepped into the future with the new California T, the world's first super-cruiser. There's no doubt that the Italian company will be at the number-1 spot for years to come. We also have the best from the world of fashion, dissect the Super Rugby showpiece, and show you how to get your bulk on with some tried and tested workouts. Enjoy this issue.

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# California Screamin'

Ferrari finds there is such a thing as replacement for displacement in the California T. Formula One borrowed secrets and a equaling hair raising soundtrack merge in a leafy red roadster.

by **JOHN PAGE**

### Farewell V12

Almost. There's no escaping the vicious truth that engines are shrinking in a hurry to prolong our time here, as well as the time of the almost-tropical polar icecaps they keep harping on about. Ferrari valiantly soldiered on for as long as possible with glorious, vast engines spread naked behind transparent covers. But the reality is that the turbo offers more power for fewer choking fumes. Besides, everybody's doing it, many with batteries for more zip, and for a company on the edge of innovation, anything rehashed could be bad for Ferrari's reputation.

### Should We Worry?

Chances are we'll all get a bit angry, shake our fists at the environmentalists, and leave emotional voice messages due to the demise of those cherished engines. But we'll swiftly move on. Not forgetting Ferrari did turbo engines in the nascent era of the F40, and back then, nobody felt betrayed, it became one of the most legendary cars of its time. However, the turbo is not perfect by nature, it muffles the sound of any engine, even a V8. In a Fiesta, you might not care, but in a Ferrari... that's a bigger deal than fitting aftermarket rims. Finding ways to make the California T hit those high, shrieking notes has been a new challenge back in Italy.

### Plenty of Positives

Especially if you take pride in rattling off impressive numbers to those ardent Ferrari fans. The California T is now 411kW, 52 more than the old version, and 20 percent cleaner. In theory, the new Cali should run on the same splash of fuel as a 3 Series, and for a car marketed as a Grand Tourer, now you can really aim and launch it towards the horizon without becoming stranded between small towns. The body panels are lighter, the interior is more plush, like a thoroughbred should feel, and the chassis is stiffer, without bruising.

### It Wouldn't be Wrong to...

Call it the most important Ferrari in the last two decades. The engine is destined to be a 458 replacement, and from there, the growth is limitless. And hybrids aren't far away, either. Rest assured that every version will be faster and smoother than before.

## Honda NSX

## Porsche Cayman GT4

## Ford GT

Good luck to the brand snobs who will now have to explain why their Honda NSX is the furthest thing from a Civic. Twenty years ago, the NSX ripped apart the Ferrari of that era, and Ayrton Senna spent hours tweaking its handling to his spiritual feel (he even had one as his company car). To cut a long story short, it's about time we had another. But there was a reason behind the delay. Like the F1 engine, the NSX is a hive of turbo and hybrid systems that conspires to beat anything solely petrol driven. This is coming from a company that blew us away with their VTEC engines. Like the F1 car, there's a V6 turbo engine, but from there, things get a little sci-fi. Three electric motors provide power with zero delay to a serious-about-grip, all-wheel-drive setup, and in full-electric mode it will perform briskly without burning a drop of fuel. Tech of this magnitude comes at a price, and this NSX will lock horns with the biggest and finest cars out there. That could be a fatal mistake, but we won't know for sure until it arrives in Mzansi later this year.

**HONDA NSX**
Engine: V6 turbo and hybrid
Power and Torque: 410kW (torque N/A)
0-100km/h: 3.0 seconds (estimation)
Price: R4.5 million (estimation)
Buy It For: An ode to Senna

Thank us later, but for now, pick up the phone and order one of these before you settle any other bills. Don't waste time and wait for the reviews, pictures with more clarity, or even the exact performance vitals. All of that will be revealed in the next few months, and by then, the only GT4 you'll probably get your hands on will be a slightly track-worn one. The Cayman always flirted and danced closely with the 911, and the GT4 version of it should sufficiently raise the level of tension between them, with weapons needed for a track fight at the very top. Bridging the virtues of the 911 Carrera 4S and the GT3, there's a wing, a lower body, and a 3.8-litre, flat six with sufficient power to gather people around the Nurburgring fence, clutching at stopwatches as the driver blows older GT3s to smithereens. We'd never suggest that the current GT3 owners are unhappy with the dual-clutch gearbox, but the GT4 arrives with a manual six-speed gearbox, and that's a big statement. Calling all purists! Not to say the GT4 prevents you from accessing Porsche's extensive catalogue. Ceramic brakes and lighter carbon seats are just the start, and why not add a few of them when the price is this hard to beat (better start trying out your heel-and-toe technique)?

**PORSCHE CAYMAN GT4**
Engine: 3.8-litre flat six
Power and Torque: 287kW (torque N/A)
0-100km/h: 4.3 seconds (estimation)
Price: R1.3 million
Buy It For: Otherwise someone else will

In the 60s, nobody sunk car manufacturing lower than Ford. And by "low," we mean 40 inches measured between the road and roof, giving the GT40 the sleekest, sexiest, wind-cheating body shape at the time. Many designers back at Maranello lost their jobs. As is so often the case, beautiful design led to tingly speed, and the GT40 went screaming around at the front of endurance races, winning Le Mans with Henry Ford II cheering. When it comes to telling the world about the successor, what venue is more appropriate than the Detroit Motor Show? It was there where we were told that this version will be less about mechanical steroids, thanks to slimmer materials. They've even promised that it'll have the best power-to-weight rating of any car. Bold remarks backed by a vicious, twin-turbo Ford engine. There's more precision to the body than, say, a Mustang, but the clincher would be the upward-swinging doors, and spoilers that might just spare you a set of tyres a week. Time's ticking to get the new GT ready, and next year will mark fifty years since the GT40 collected all three places at Le Mans. It's a date not to be missed.

**FORD GT**
Engine: 3.5-litre V6 twin-turbo
Power and Torque: 450kW (torque N/A)
0-100km/h: 3.0 seconds (estimation)
Price: R2 million
Buy It For: Ruling Le Mans before hybrids

# LAP IT UP

The Daytona 500 is the Wimbledon of stock car racing. So let's check under the bonnet!

**MAXIM HOT 100 GRAND MARSHALS:** KATE UPTON IN 2012 AND ROSIE HUNTINGTON-WHITELEY IN 2011.

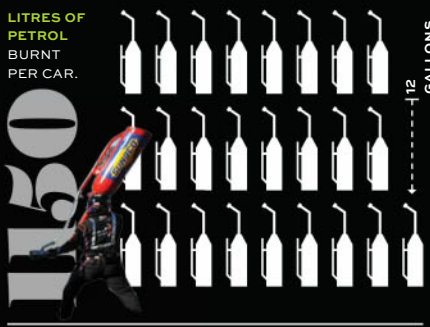
**2**

**AVERAGE NUMBER OF TYRES** BURNT OVER THE BIG RACE.

**2,5**

**LITRES OF PETROL** BURNT PER CAR.

**150**



**SLOWEST WINNING SPEED:** JUNIOR JOHNSON, 1960

**200**

**FASTEST WINNING SPEED:** BUDDY BAKER, 1980

**286**

**LITRES OF SWEAT,** ON AVERAGE, A DRIVER LOSES DURING THE RACE.

**4 OUR**

## The RICHARD PETTY ERA

1959–1992

DAYTONA 500s WON
**7**

RACES LED
**20**

LAPS HE LED IN 1964 RACE
**184**

YEARS BETWEEN WINNING RACES (1964–1981)
**17**

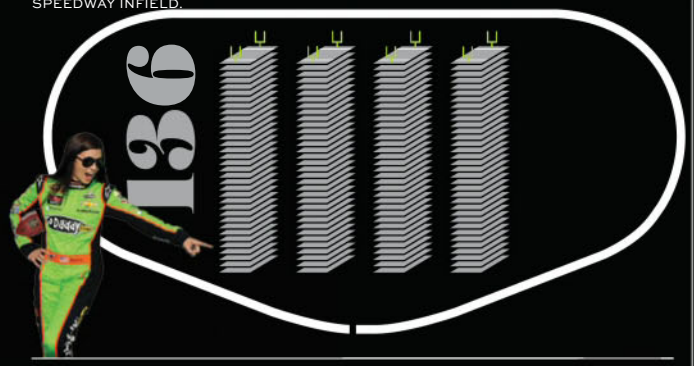
KILOMETRES FINISHED
**19 553**

**NFL PLAYERS WHO SERVED AS HONORARY RACE STARTERS:** TROY AIKMAN, TERRY BRADSHAW, JIM KELLY, DAN MARINO, RAY LEWIS, BRETT FAVRE, AND KEN STABLER.

**SEVEN**

**FOOTBALL FIELDS** THAT CAN FIT INSIDE THE DAYTONA INTERNATIONAL SPEEDWAY INFIELD.

**136**

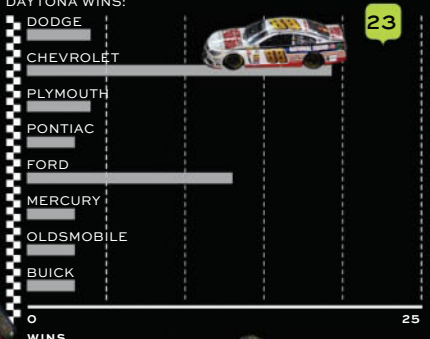


**FIRST-PLACE PRIZES,** THEN AND NOW:

DALE EARNHARDT JR., 2014
**R17 467 559**

LEE PETTY, 1959
**R220 900**

**CAR BRANDS** WITH THE MOST DAYTONA WINS:




**CARS CRASHED** AT A PRELIMINARY RACE IN 1960, THE BIGGEST PILEUP IN DAYTONA HISTORY.
THE WRECK SENT 24 CARS TO THE GARAGE AND EIGHT DRIVERS TO THE HOSPITAL.

**37**

**TWO-ON-ONE BRAWLS INVOLVING DAYTONA DRIVERS:** AFTER THE 1979 RACE, CALE YARBOROUGH FOUGHT BROTHERS BOBBY AND DONNIE ALLISON, AT THE SAME TIME.

**ONE**

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# HOTEL HONCHOS

There are levels to the "finer things in life," a blonde damsel draped over your bed like cashmere, you racing down the countryside on a Prancing Horse with your Rolex-encrusted hand on the steering wheel, and the pièce de résistance, this list of the ultimate hotels you need to visit before you take your final breath.

by **FARAI MAKONI**

### UBUD HANGING GARDENS

*Bali, Indonesia*

The award-winning infinity pool (so amazing they literally gave it an award) has secured countless check-ins for this five-star resort. Like a liquid chandelier, the crystal pool hangs over a carpet made of jungle, in a serenely secluded rainforest that Liam Neeson's GPS in *Taken* couldn't find. The resort sort of feels like one huge spa, and we aren't complaining.

Hotel Heads-Up: For unforgettable views, spend a little bit more change, and stay in a villa right at the top.

### BURJ AL ARAB

*Dubai, UAE*

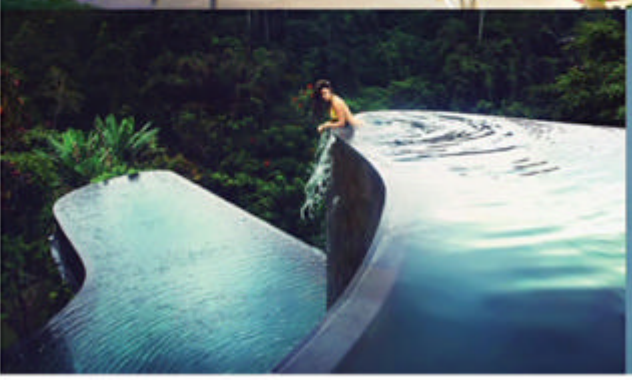
Not mentioning this Rolls-Royce of the hotel world would be hotel heresy. The only 7-star hotel in the world is a noble's nest, where pop-culture pets, like the Kardashians, kick up their red-bottomed shoes, and the Royal Family gossips about the latest harlot Prince Harry had in the backseat of his Bentley. Make a racket on the roof-terrace tennis court, have a bite to eat in the underwater aquarium restaurant, and if you get lost, find your way around with a little help from the 24-carat gold, "don't mention it" iPad given to you by the hotel.

Hotel Heads-Up: Get to the Skyview Bar early in order to secure a window seat. It's got views that'll blow your hair back.

### ICEHOTEL

*Sweden*

Built like the palace of an Eskimo who's done well for himself, everything in the world's first ice hotel is made from, well, ice. Open for one season of the year, the ice sculpture features the Absolut Ice Bar, where you can have a drink "in the rocks," with shot glasses made of ice,



**GET OUTTA TOWN!**

*(Clockwise from Top Left)* COMO's 33 suites hovering above the water; Masterpiece Hotel Marques de Riscal; Barin Ski Resort blending in with snowy surroundings; the Burj Al Arab; Sweden's Icehotel; the hanging pools of Ubud; Sweden's Treehotel; giraffes having breakfast at Giraffe Manor.

while admiring the work of art sculpted by renowned artists. And you can also take in the scenery through a husky or snowmobile ride.

Hotel Heads-Up: Be sure to stay in one of the art suites. They're pricey, but the experience is priceless.

### COCOA ISLAND BY COMO

*Maldives*

"Maldives" is a synonym for "Heaven on Earth," the poster child for leisure, your ideal getaway with a boob job and long legs. A 40-minute speedboat ride from the main airport, it is made up of 33 suites that hover over untainted, unnaturally blue waters, giving you your own private bit of a boundless body of water. There are also two private diving reefs to explore, made even more exciting by the incredible marine life that's as sociable as the island's inhabitants. To top off your experience (and turn voyeurs green with envy on Instagram), go for COMO's signature massage from the spa, or take a dip in the hydrotherapy pool.

Hotel Heads-Up: Go for the Loft Villa, it's spacious, with jaw-dropping views.

### GIRAFFE MANOR

*Kenya*

When you brag to your friends about how a tall specimen with long lashes and legs joined you for breakfast at Giraffe Manor, you might want to specify that it was a giraffe. At this bijou boutique hotel in suburban Nairobi, you're surrounded by nature, and giraffes literally stick their heads through windows, helping themselves to your eggs and bacon. With an English charm that would intimidate Hugh Grant, the rooms are much larger than usual, with balconies that overlook a landscape that will have you thinking, "Who needs the city, anyway?" Together with a stellar staff, and first-class grub, what more could one ask for?

Hotel Heads-Up: At least buy the giraffe breakfast first (hand-feed her, preferably), and you might get a "giraffe kiss."

### TREEHOTEL

*Sweden*

The Treehotel is a mind-blowing masterpiece, basically what happens when Tarzan gets colonised and sent off to architecture school. The futuristic jungle of a resort is made up of rooms, such as the Bird's Nest, which literally looks like a giant bird's nest, and the UFO, which would give E.T nostalgia, built up in the air, harnessed to large trees. It is an experience for people who like the unusual and won't chirp at how high the Bird's Nest is. You stay in a permanent art instalment, surrounded by plenty of activities, snowmobile rides, Nordic ski touring, the list goes on. This is a cash-having hippie's Heaven, with locally produced cuisine, and a sauna with a hot tub that overlooks the forest.

Hotel Heads-Up: Try and stay in more than one room, because each one offers a completely different experience.

### HOTEL MARQUES DE RISCAL

*Spain*

The hotel looks like something out of a James Cameron movie, with architecture you'd probably only ever see during an LSD trip. Designed by renowned architect (and extra-terrestrial reincarnate) Frank Gehry,

the 5-star hotel is right in the middle of the Spanish wine country, fit for a king having hosted King Juan Carlos. As soon as you arrive, you are given a complimentary bottle of local wine, preparing you for the famous Basque-Riojan cuisine you will encounter at the Michelin-starred restaurant.

Hotel Heads-Up: Book an Executive Suite with views of downtown Elciego.

**PHINDA HOMESTEAD**

*South Africa*

Phinda Homestead is the romanticised part of Africa colonialists wrote (painfully cliché) poetry about in their diaries, vast landscapes inhabited by gentle giants in the middle of KwaZulu-Natal. Located on a private game reserve, luxury and nature pound fists in a world-class environment, with a staff that aim to make you feel like the only one there. The wildlife includes the Big Five, and there are tons of activities, from game drives, to boat rides, to tracking missions, to bush dinners.

Hotel Heads-Up: Be sure to have a safari massage that will roll your eyes all the way back.

**EMIRATES PALACE**

*Abu Dhabi, UAE*

It has a lobby full of the who's who of the UAE. Here, the wealthy don't really park, but mostly land and dock their helicopters and yachts on the private helipad and marina. You can lounge in your luxurious room, which comes with a butler, venture out for a camel ride and some water sports, or dine at the award-winning Hakkasan Restaurant.

Hotel Heads-Up: If you're trying to score a bar-basking, brown-eyed beaut, don't order a bottle of Cristal. That's pleb's juice to Abu Dhabi's rich.

**CONRAD MALDIVES RANGALI ISLAND RESORT**

*Maldives*

To highlight its exclusivity, you need to take a 30-minute flight on a private seaplane in order to check in. It's worth the effort, considering that you get to spend the night submerged in water, surviving the experience. The hotel's rooms are all underwater, with walls made of glass that let you look out into the ocean, and sleep while being watched by sharks, manta rays, and dolphins. Upon arrival, you can nibble on their 101 curated cheeses, and sip on their 20 000 wines. And naturally, the seafood here is exquisite, with Vilu Restaurant offering one of the best breakfasts you'll ever have.

Hotel Heads-Up: During breakfast, ask for the "hidden" champagne, and make a mimosa with freshly squeezed orange juice.

**KATIKIES HOTEL**

*Greece*

Staying at Katikies Hotel? Yes? Then stock up on white, cotton shirts and shorts (and a majestic, white horse, if you have one), because you'll match well with Santorini's white-and-blue colour scheme, which equals an amazing Instagram picture. Take a dip in their crystal-clear pool, and then dive into the ocean right next to it, because why not have a body of water right by a body of water? Oh, and brace yourself for tanned goddesses who have an affinity for bending over in skimpy, little bikinis. This place is somewhere between Heaven and Earth... closer to Heaven, though.

Hotel Heads-Up: Ask for Marguerite, the concierge. She'll keep you clued-up on the best of the hotel and surrounds.

**BARIN SKI RESORT**

*Iran*

If ever you find yourself in Iran (you never know what espionage missions you may embark on one day), make your way to Barin Ski Resort, a far cry from the stuff you see on Sky News. Located in Shemshak, the second-largest ski area in the country, it's a new-age palace, designed to resemble the snowcapped mountains surrounding it, with a Western take on the interior design.

Hotel Heads-Up: Visit the resort during winter, when the snow is in full bloom, and the Barin looks like a pimped-out igloo.

**THE OBEROI UDAIVILAS**

*India*

Officially ranked as the 4th best hotel in the world, Oberoi flexes over Lake Pichola, defending its position with its palace-like architecture, modelled on real palaces in India. So, it makes sense that those who check in are treated like kings and queens who wouldn't hesitate to behead a slacking servant, with a staff that meet your every need, no matter how unreasonable. During dinner, the chef asks you what you would like to eat, preparing a delicious meal for you, presenting it on a rose-petal-covered, candle-lit table. Sigh, Valentine's Day every day.

Hotel Heads-Up: Aim for the rooms on the ground floor, by a terrace that overlooks the palatial pool. ■

*(Clockwise from Top)* Elephants ready for a dip at Phinda Homestead; the jungle that is Ubud; Giraffe Manor's locals; the spa in Burj Al Arab; Katikies' oceanside pool; Rangali's underwater room; Oberoi Udaivilas.

# GO SUCK AN EGG

An expert mixologist offers up an eggy cocktail to ring in a relaxed afternoon.

by MARIENA MERCER

**THAI ME DOWN**

- 45ml Bombay Sapphire gin
- 15ml egg whites
- 1tsp grated ginger
- 30ml simple syrup
- 20ml lemon juice
- 30ml coconut milk
- Sprinkle of Chinese five-spice powder
- 30ml ginger beer

1. Shake the first seven ingredients in a shaker to break apart the egg whites.

2. Add ice, and then shake the ingredients again, straining them over fresh ice.

3. Top it all up with ginger beer, and stir.

## Lay It Safe

Wise up when using raw eggs in cocktails.

**CHOOSE GOOD EGGS**

Pasteurised eggs are your safest bet, since they're processed with heat to kill bacteria and viruses. But if you can't find that, get the freshest eggs you can buy.

**GIVE THEM THE CHILLS**

Eggs should be kept in their carton and stored in the coldest part of the fridge, not the built-in egg container on the side, which is susceptible to warm blasts when the door is opened.

**DO A ONCE-OVER**

Don't use eggs that have cracks, and clean off any icky stuff on the shell. And check the yolks and whites for any abnormalities.

**LOSE THE GERMS**

Unless you're making a cocktail of more than 120 proof, the alcohol isn't going to kill any bacteria, so make sure your hands are clean and your cocktail tools are sterilised. We recommend jumping into a tub of hand sanitiser before serving.

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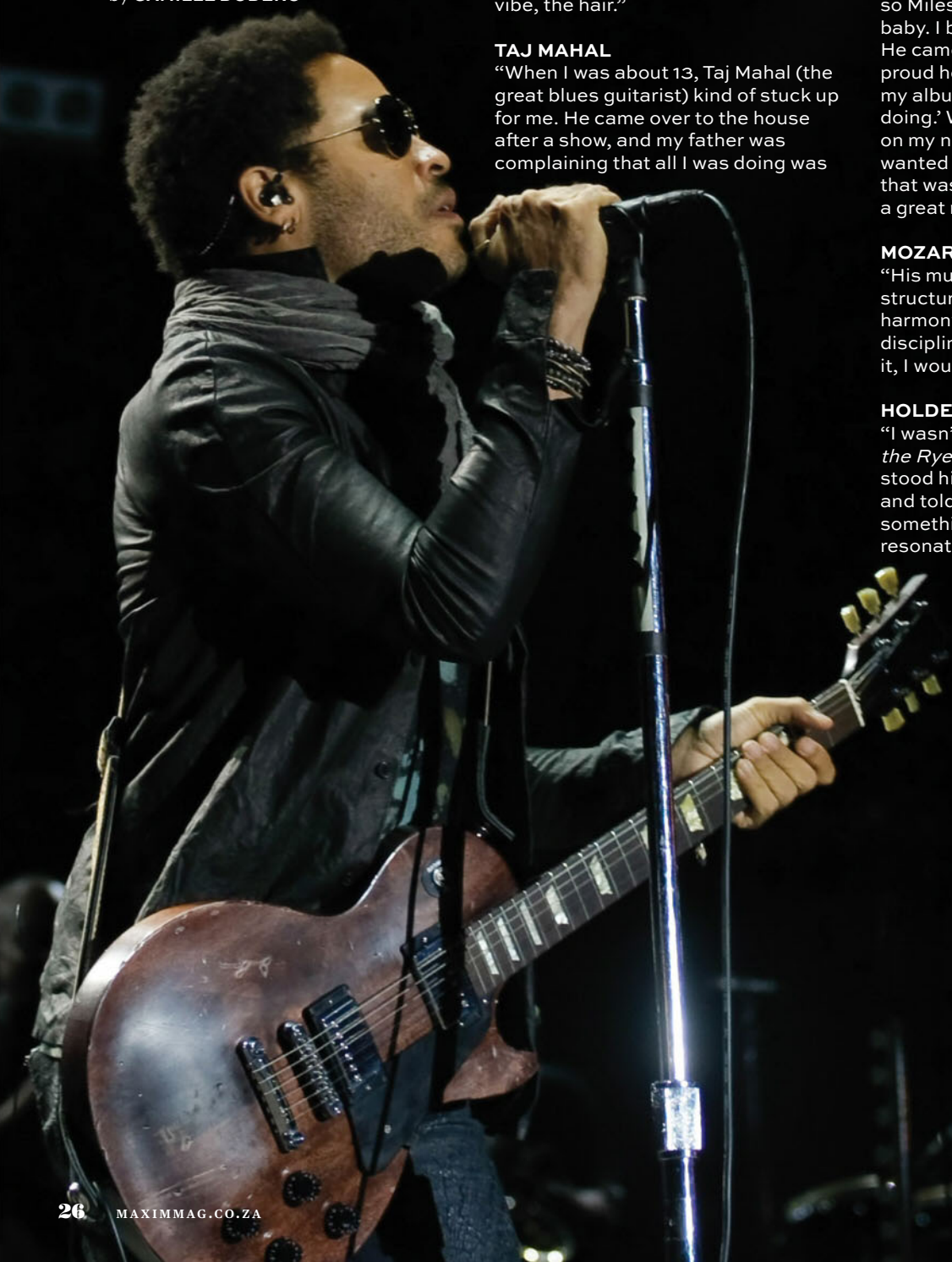
THE BREAKTHROUGH

# LENNY KRAVITZ

## Remembering the greats who shaped his life and music.

by **CAMILLE DODERO**



Lenny Kravitz, son of actress Roxie Roker and producer Sy Kravitz, grew up with family friends like Maya Angelou and Miles Davis. Many of these figures were primary influences on his creative path, which includes more than 25 years of music, roles in films like *Precious* and *The Hunger Games*, and his eponymous design firm.

**JACKSON 5**
"Seeing the Jackson 5 when I was a kid was the most incredible thing I'd ever seen. I was probably six. Their costumes were just really amazing, the clothing, the boots, the whole vibe, the hair."

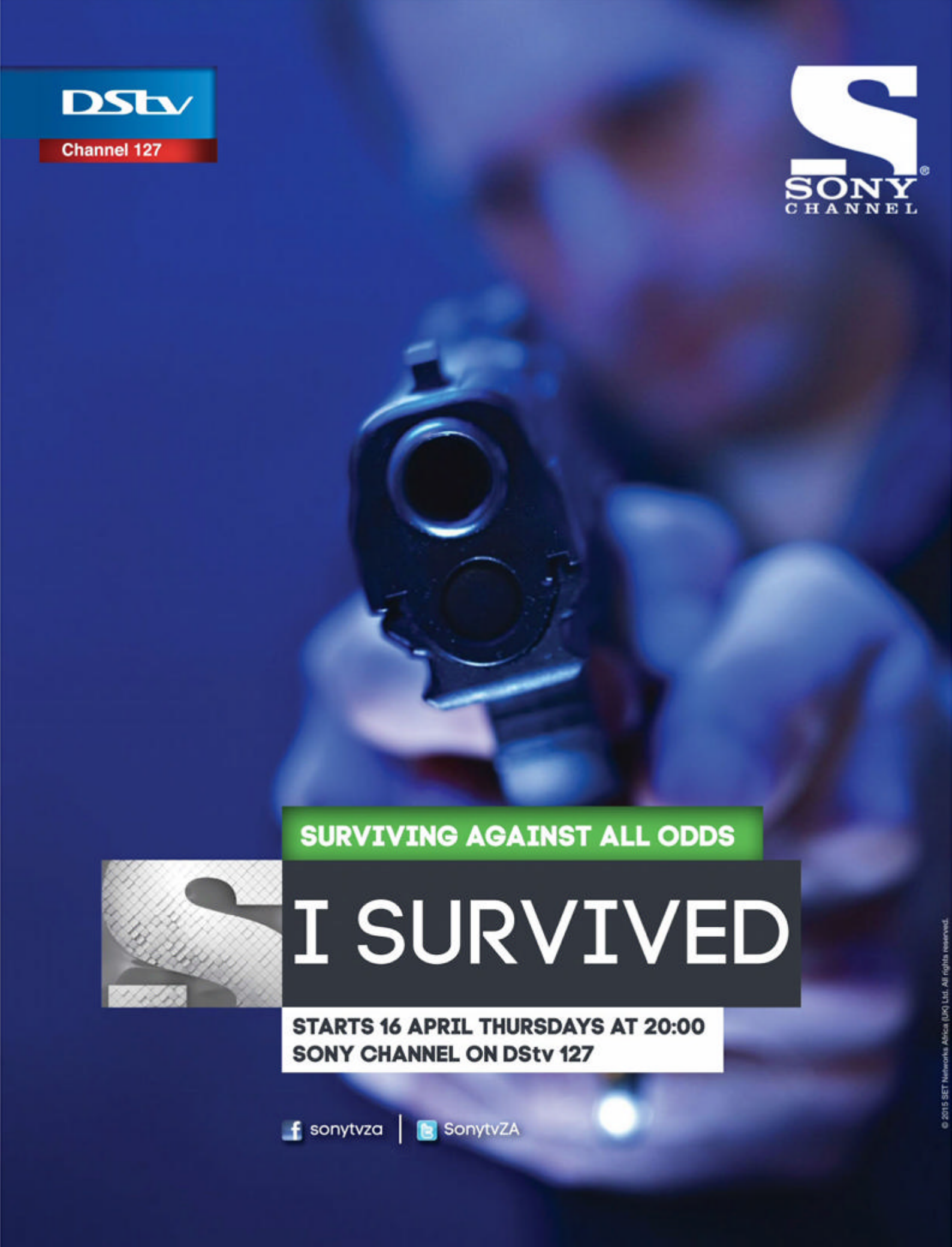
**TAJ MAHAL**
"When I was about 13, Taj Mahal (the great blues guitarist) kind of stuck up for me. He came over to the house after a show, and my father was complaining that all I was doing was playing music. I wasn't paying attention to my schoolwork. And Taj told him to leave me alone, that I knew what I was doing."

**JEAN-MICHEL BASQUIAT**
"We never met, but we were in the same room together. I have the blessing of owning an extremely beautiful piece of his. I love not only his paintings, but his total expression, his music, his films, his personal style, the way he was, unapologetic, and he didn't compromise."

**MILES DAVIS**
"My godmother was married to Miles, so Miles was in my life since I was a baby. I bumped into him on a plane. He came up to me and told me how proud he was of me, and how he loved my album, 'Keep on doing what you're doing.' We talked about collaborating on my next album. There was a solo I wanted him to play. But he died, and that was our last conversation. It was a great moment."

**MOZART**
"His music taught me amazing structure, taught me so much about harmony, and gave me a great discipline. If I hadn't had exposure to it, I wouldn't be here now."

**HOLDEN CAULFIELD**
"I wasn't as cynical as *The Catcher in the Rye* character was, but I understood him. I liked the way he spoke, and told the story. There was something about him that really resonated with me."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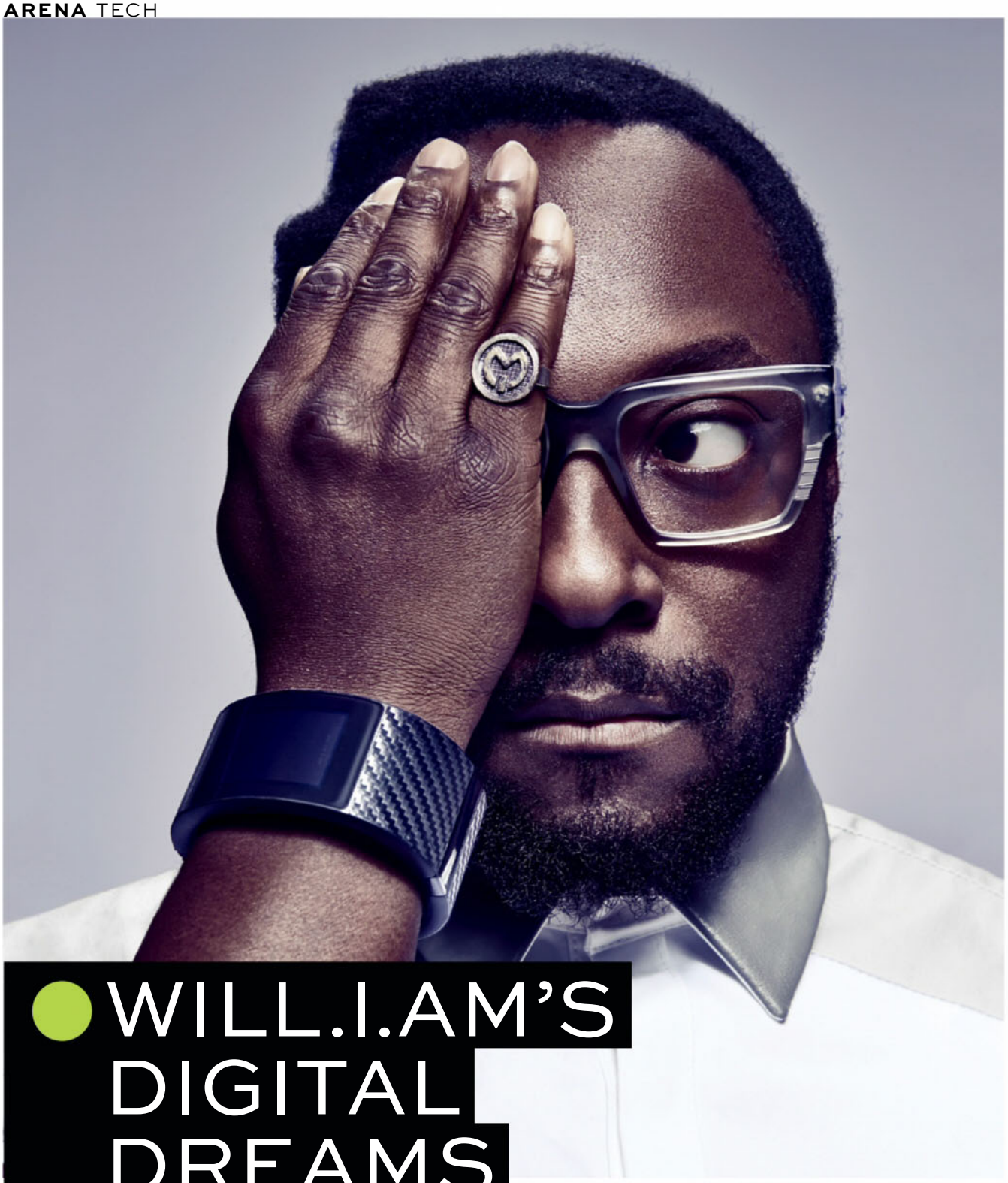

# WILL.I.AM'S DIGITAL DREAMS

For the past few years, the Black Eyed Peas frontman, producer, and world-class weirdo has been working tirelessly to transform himself into an in-demand tech mogul. The funny thing? It's working.

by **ERIK SOFGE**

SAY WHAT YOU WILL ABOUT WILL.I.AM, but the man can keep his cool. It's sweltering outside, with a thick, tangible heat that entombs you as you walk. Yet he's wearing a black suit, a black shirt, and the kind of heat-retardant stoicism all great performers share, as he stands and waits to be interviewed by a reporter. She's asking Will about the Maker

Faire, where amateur scientists, artists, and other ambitious do-it-yourselfers display visionary projects they've designed and made, often using 3D printers. Maker Faire festivals crop up all over the world, but this is the first one to be held at the White House, and it's hosted by President Obama. Will.i.am is there to make an announcement. No, it doesn't have anything to do with the Black Eyed Peas, his hip-hop group that has more than 31 million albums worldwide. Rather, it's all about Will's next act. The seven-time Grammy winner has decided to hang up his sci-fi attire and taffy-legged dance moves, stage diving into the tech world. And he's not just another celebrity show pony being paraded around to polish a company's "cool." He's investing his own money and time into developing forward-thinking devices for his own company, i.am+, and others as well. "I'm all in," he says, "I'm betting on the future."

Scepticism might seem like the proper response to this claim. After all, the tech world has a decidedly spotty record when it comes to celebrity involvement.Remember when BlackBerry's global creative director, Alicia Keys, dragged that flagging icon back into relevance? Or when Myspace's new co-owner, Justin Timberlake, led the company's triumphant return to mainstream dominance? Exactly. Fame doesn't automatically translate into innovation or insight. But Will is far more ambitious in his corporate dalliances. He's the director of creative innovation at Intel, chief creative officer at manufacturing firm 3D Systems, and a collaborator on Coca-Cola's recycling initiative. But Will.i.am isn't some tech-world dilettante, "He's really doing it right," says Dean Kamen, "The public thinks he's just another entertainer saying how much he cares. But he walks the walk. I truly believe he'll change the world."

So, make no mistake, Will is no publicity-seeking drone, swanning from conference room to conference call. He's here pushing the EKOCYCLE Cube 3D printer, an idea he cooked up with Kamen and 3D Systems' designers. But a certain news channel has misspelt the thing, "ECOCYCLE" instead of "EKOCYCLE," and Coca-Cola's marketing team is firing off urgent emails to please, please fix the typo. The name was Will's idea, a play on the words recycle and Coke, with the latter reversed. The EKOCYCLE Cube 3D is a consumer 3D printer, a desktop-size unit that can spit out 15-metre versions of nearly any design fed into it. Unlike similar printers, it's cheap (about R14 000) and simple enough to attract mainstream users with no prior experience. And it uses recycled polyethylene terephthalate (rPET), which means each custom-made accessory it makes is composed partly of recycled bottles. "We have an oppor-

**TIME TO GET ILL**
Will wearing two of his i.amPULS smartwatches.

tunity to reconfigure the way the current world is structured," Will says. Coming from him, it doesn't sound quite as pompous as it might from, say, Bono. The interview is winding down. The news channel neglects to fix the typo, but Will never breaks a sweat, or strays from his main point. Consumer tech can transform the world by creating new industries and more jobs. Noble as that sounds, it's what Will believes. And it's what he's convincing some of the wealthiest companies in the world to believe, too.

"WILL IS REALLY DOING IT RIGHT," SAYS TECH LUMINARY DEAN KAMEN, WHO WILL WORKS ON EKOCYCLE AND THE ROBOTICS ORGANISATION WITH, "I TRULY BELIEVE HE'LL CHANGE THE WORLD."

Will was born in a disadvantaged neighbourhood, and his family survived on handouts. He lived in the downtrodden neighbourhood until, at 17, he was signed to rapper Eazy-E's record label. The Black Eyed Peas came later, as did producer credits with everyone from Michael Jackson, to U2, to Miley Cyrus, to Talib Kweli. But when you think about it, the Peas were always future forward, fusing dance beats with pop hooks long before the EDM explosion. The group's first two albums, full of earnest, socially conscious raps, didn't sell well. So, Will revamped the sound and lineup, adding charismatic lead singer Fergie, creating Peas 2.0, a deliriously happy Top-40 group, and global phenom.

When you talk to Will for a few minutes, you realise he's a huge nerd. Always has been. Proof? He's terrified of artificial intelligence. He's frightened that our ability to educate people is being outpaced by machine intelligence. "That should be everyone's focus right now," he says, "We are soon going to face the day when our devices are more intelligent than us." He's getting all *Judgment Day* because, in addition to his 3D-printing ventures and consulting, he's created a device of his own, a smartwatch. It's the i.amPULS, and unlike many of the other wrist-based devices now flooding the market, this cuff can make and take calls itself, rather than simply pass along messages and information from a synced-up smartphone. In fact, it doesn't require the user to have a smartphone on hand at all. "Everyone else is looking at the smartwatch as something that sends you notifications," Will says, "They're not thinking

as big as we are." It's worth noting that Will is talking to me from Australia on a prototype of the i.amPULS. This is a few weeks after the White House event, and some months before the watch's launch, and the sound is sharp. Even sharper, all the processing happens within the i.amPULS, which runs apps like Facebook and Twitter. It has a large touchscreen with a bright, easy-to-read font, responds to voice commands, and operates on its own 3G network. It even features a Siri-like digital assistant that answers questions and helps streamline searches. And it's built entirely by Will's in-house tech team. The same is true for the watch's operating system, a new platform that's a house-enhanced version of the open-source Android, complete with its own interface and developers' kit. It pits him against the tech powerhouses, and that could be a big deal. It's more evidence that Will is not simply dabbling. He invested his own money into this venture, just as he poured cash into the i.am+ line of high-end iPhone accessories in 2012. Those weren't a success by any stretch of the imagination, but they provided street cred, he'd made the effort, built a team of engineers, and gambled some of his wealth. Still, he bristles when asked why consumers should trust him. "A celebrity would partner with the company, take an advance, and provide a few ideas. And their ideas are all like," his voice shifts to a whine, "'Yeah, that's cool. Yeah, I would rock that to the club.' For me to be taken seriously, I had to earn it."

He earned his partnership with Coca-Cola, too, presenting the firm with his idea for a product-based recycling initiative in 2012. When April Crow, Coca-Cola's director of sustainable packing, flew over to him for a follow-up, she wasn't expecting to spend hours discussing the challenges of manufacturing with recycled plastic. "He had done his research; he asked the smartest questions," says Crow, "I was blown away." Will had pursued Coke, rather than the other way around, and he was advocating an initiative with profits that would go to sustainability-based charities. "That was what struck me," says Crow, "He isn't just about promoting himself. He really wants to be a part of this." If you believe Will, it's not about the immediate pay-off. Between his music career and his early investment in Beats Audio, acquired by Apple in May of last year for around R30 billion, he won't run out of cash any time soon. He partnered with FIRST and wants to make 3D printers mainstream, because he believes science, tech, and math offer the surest routes to prosperity for kids from poor backgrounds. "It's not just music, and it's not just sports," he says, noting that agents and talent scouts regularly visit ghettos to search for the next star singers, or jocks, "How come they take kids seriously, and tech waits?" That's a question Dean Kamen posed a few years back, and shortly after, he received a call from Will. "I thought, 'Here's another entertainer mad at me for saying kids need more realistic outlets,'" Kamen says. But Will agreed with that sentiment and quickly surprised Kamen (a man not easily won over by star power) with his enthusiasm, intelligence, and generosity. Will volunteered his services, performed at FIRST events, used his celebrity status to increase the charity's presence, and pitched countless ideas. Will also started a FIRST robotics team at his old school, and he wants kids to use the i.amPULS, so that they'll see how transformative tech can be. "That's why I'm so excited about this," Will says, "It's a gateway, and I can't wait until kids start learning to code on it." But is it optimism, or pure hype? Can you really picture impoverished areas full of kids tapping away at their watches, writing apps, waiting for the first download, and the first positive review, and whatever comes next, expanding the tech industry with new waves of innovation? Well, Will.i.am can, which is why it might happen. ■

## WILL'S WONDERS

IN THE FRENZIED RACE TO CREATE AND MARKET THE WORLD'S NEXT GREAT GADGET, WILL.I.AM HAS SEVERAL HORSES ON THE FAST TRACK.

**EKOCYCLE CUBE 3D PRINTER**
Will collaborated with Dean Kamen and Coca-Cola to create the EKOCYCLE Cube 3D printer. The desktop consumer model not only allows users to create high-resolution objects, but also prints with partially recycled materials. Every cartridge the printer uses is the equivalent of three recycled fizzy drink bottles.

**I.AMPULS SMARTWATCH**
Unlike many similar smartwatches, the i.amPULS operates on its own built-in 3G connection without the help of a smartphone. The open-source smartwatch, in addition to letting you take calls and surf the Net, receives emails, news, and other notifications, and features its own Siri-like digital assistant.

**THE REST...**
Will is constantly working on the next big thing. At his shop, he has prototypes of, and hopes to soon release, a triangular backpack that doubles as a wearable boom box, as well as a battery-powered jacket that charges the i.amPULS for four days when it touches the sleeve's cuff. They're expected to be released in the near future.

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# MODUS

THE MANE MAN

In the animal kingdom, a lion with a good mane on him is a mate magnet. With a bathroom loaded up on quality shampoos and conditioners, you'll be the king of the concrete jungle in no time; well, at least in that fox resting on your bed's eyes.

NORMAL HAIR

If you have normal hair that isn't dry, damaged, or oily… congratulations, you son of a gun! But, don't take that golden-boy hairline for granted, you still need to go for shampoos and conditioners with a formula that nourishes, softens, and detangles.

**Davines Solu Shampoo R230**

**Kiehl's Amino Acid Shampoo R255**

**B for Men Clean Up Conditioner R275**

DRY HAIR

There's no need for your girlfriend to feel like she's stroking the top of a skateboard when she plays with your hair anymore. Go for a moisturising shampoo (preferably rich in argan oil) that cleanses and restores your mane.

**LS&B Recharge Conditioning Shampoo R190**

**Davines Nounou Shampoo R230**

THICKENING

With thin hair, you need to create body without weighing down your hair. These shampoos and conditioners create a stimulating microcirculation around your hair follicles, nourishing and "fattening up" your hair.

**Kiehl's Ultimate Thickening Shampoo R255**

**Davines Natural Tech Energising Gel R291**

DANDRUFF

Flakes should be in your morning cereal bowl, not on your head. With dandruff, you need a daily shampoo with a gentle cleanser, and a conditioner that treats, moisturises, and adds shine to your hair.

**Davines Natural Tech Purifying Shampoo R226**

**Head and Shoulders Classic Clean 2-in-1 R43**

# CAVEMAN CHIC

More men are embracing their facial hair, and here are the tools to help you do the same.

Owner and Founder of Bonafide Beards Monique Fleming gives us 5 steps to maintaining your beard.

## CLEANSE

Wash your face twice a day with a cleanser designed to clean your beard and skin without removing natural oils. You need a soap that has a cleansing clay, and coconut oil that replenishes natural oils.

## MOISTURISE

Apply a high-quality, moisturising beard oil after each cleanse. This deeply penetrates your skin and hair follicles, restores your beard's natural oils, prevents breakage, and promotes growth.

## NOURISH AND CONDITION

Tame a wild, unmanageable beard, and treat dry, itchy skin with a nourishing beard balm that will not only shape and condition your beard, but will also treat and protect the skin underneath it.

## TAME AND EXFOLIATE

Brushing regularly, with a boar-bristle beard brush, is beneficial for both the beard and the skin. This removes knots without breaking your hair, and works the product through your beard, exfoliating the skin underneath it.

## GROOM

Find a great barber and get them to trim and shape your beard (at least) every 4 to 6 weeks. Hair is made of dead tissue, so trimming is essential, because it removes wiry ends, keeping your beard neat. But if you're more into DIY trimming, be sure to use scissors rather than clippers, and always start by taking off the bare minimum.

For more tips and tricks for your beard, head over to *bonafidebeards.com*

## TOOLS

Bonafide Beards Oil R180
Tweezerman Moustache Scissors and Comb R310
Badger Moustache Wax R130
Kiehl's Superbly Restorative Argan Dry Oil R455
Badger Beard Oil R200
Captain's Beard Oil R190
Bonafide Beards Cleansing Bar R150

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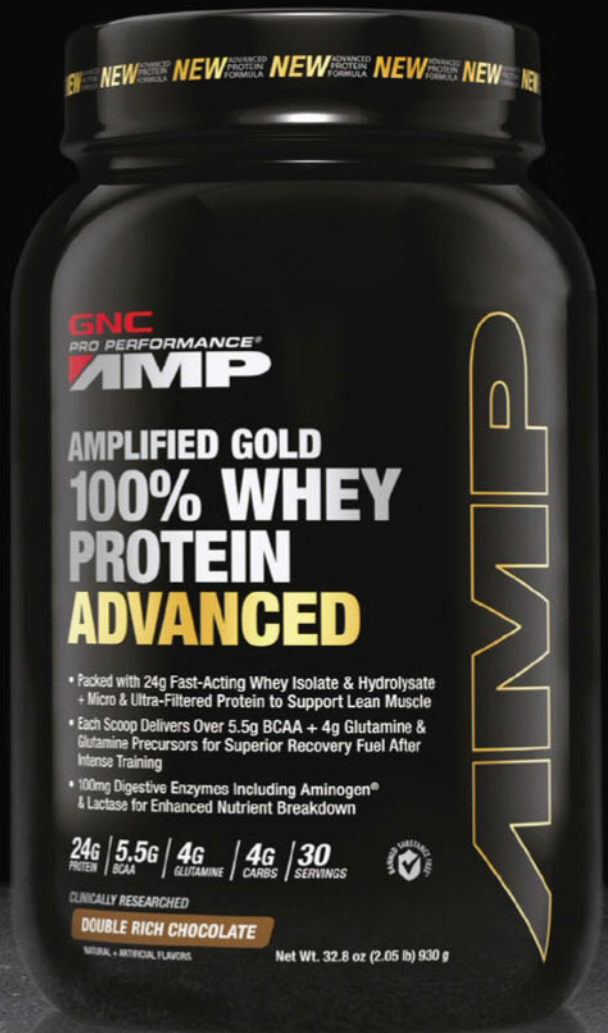


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# BOMB SQUAD

Bombers are timeless, crossing cultures and landing on guys who dealt dope for Frank Lucas in the '70s, to the teen who finally made the football team in a '90s American sitcom. Now, they're a part of pop culture, donned by men like king of cloth (and part-time spoilt infant) Kanye West, to funnyman Ashton Kutcher. Yep, it is the year of the bomber, again.

photography by **KIRSTEN HO**
styling by **CHANTELLE MIRANDA**
model **JOSHUA BOULTON**

**LEFT**
Jacket, Zara R1 300
T-shirt, River Island R600
Joggers, Topman R750

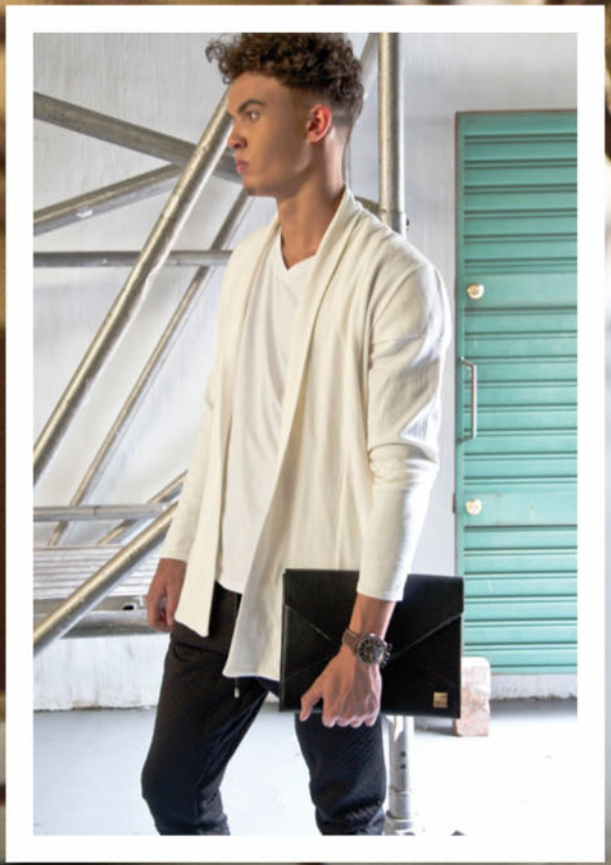
**NEXT PAGE (CLOCKWISE, FROM TOP LEFT)**
River Island R1 100
G-Star RAW R2 000
Craig Port R500
Zara R1 100
Zara R1 300
G-Star RAW R3 000
Le Coq Sportif R2 400
Calvin Klein R2 200
Zara R1 100

**THIS PAGE**

Shirt, 7 For All Mankind R3 000
Pants, Superdry R1 600
Jacket, Zara R1 100
Watch, Rolex R82 000

**NEXT PAGE**

Sneakers, Le Coq Sportif R1 300
Cardigan, River Island R900
iPad cover, Take Charge R1 200
Watch, Bomberg R14 699
Pants, Craig Port R400



# MAD MAN

There's a lot we can take from hit series *Mad Men*, slick lines from sire of suave Don Draper, a high temperature from the infectiously hot Betty Draper, and our next ensemble for that highbrow event around the corner.

photographer **ENIKO SZUCS**
styling **DONOVAN WHYTE**
grooming **VICTOR NOBLE**
model **JANOS MOLNAR**

**PREVIOUS PAGE**

Double-breasted suit, and tie, Zegna.

**THIS PAGE**

**RIGHT**

Double-breasted suit and shirt, Ports 1961.

**BOTTOM LEFT**

Red sports blazer, polo, knit sweater, and white jeans, Zegna.

**NEXT PAGE**

**FAR RIGHT**

Polo shirt and Pants, Zegna.
Ring, Vitaly Design.

**LEFT**

Suit, Ports 1961.
T-shirt, J.Lindeberg.

**BOTTOM LEFT**

Shirt and shorts, Libertine-Libertine.

# It's tim

Whether you're a man of a few words taking in a cigar, or the life of the party clinking champagne flutes with your confidantes, a good-looking timepiece around your wrist speaks volumes in a jargon once used by fellas like Steve McQueen, and Marlon Brando. With a tasteful Omega freshly picked from Basel, or a Blancpain that's a down-payment on a neat flat, you'll be the cause for head tilts and raised brows.

ULYSSE NARDIN's Repetition Minutes Hannibal Westminster Carillon Tourbillon Jaquemarts

BALL WATCH's Engineer II Magneto S

HUBLOT's Big Bang Tourbillon 5-Day Power Reserve Indicator

U-BOAT's Chimera

BREITLING's
Transocean Chronograph

BLANCPAIN's
Calibre 6950

TAG HEUER's Carrera Calibre
18 Chronograph

OMEGA's
De Ville Tresor

OMEGA's Speedmaster
"Dark Side of the Moon"

THE TISSOT TRADITION

LONGINES' Conquest
Classic Moonphase

BREGUET's Tradition 7097
Automatique Seconde Rétrograde

# AGENDA

MAN WITH A PLAN

MEET HEAVENLY HIPSTER SAVANNAH SIANI, SHE'S ALL ABOUT GOOD VIBRATIONS.

**Hometown:** Johannesburg

**Astrological Sign:** Leo/Virgo

**Job:** Interior architecture student at Greenside Design Centre.

**Instagram:** @SianiSantana

**Don't pound your chest, don't you dare catcall, get my attention by** giving me an intellectual conversation, passion, and spontaneity.

**My girl crush is** Sahara Ray**, because** she is exotic, young, and ambitious. She started her own swimwear line, and she's just bursting with healthy, happy energy.

**My screensaver is of** Spanish architecture, architecture everywhere!

**If I had to spend a billion rand in a day, it would be on** a yacht. I would sail through Palawan, an island in the Philippines, with a group of friends, eat crayfish, oysters, and clams, and drink champagne after an invigorating swim in the crystal waters. This just had to be a self-indulgent one.

**My favourite movie villain is** Jean-Baptiste Grenouille, from the film *Perfume*, **because** he is passionate about finding the perfect scent. Passion is everything.

**I have a really bad habit of** overanalysing everything.

**My pet peeves are** inefficiency, lack of communication, and negative energy.

**When I'm alone, I tend to** put on some chilled beats, do some yoga, find balance, and get in tune with my senses.

photographs by **CHARLEMAGNE OLIVIER**

# BUILD A THICK BACK

Build quality muscle in your back by following this routine for 8 weeks.

by **DIRK STEENEKAMP**

## WORKOUT

**DEADLIFTS:**
10, 8, 6, 4, 2 reps

**SUPERSET: 5 SETS**
1-Arm Rows: 6 reps on each arm
Seated Rows: 12 reps

**TRI-SET: 5 SETS**
Pull-Ups: 8 reps (weighted)
Pull-Downs: 12 reps
Bend-Over Lateral Raises: 15 reps

**TRI-SET: 5 SETS**
Under-Grip Pull-Downs: 20 reps
1-Arm Pull-Downs: 15 reps on each arm
V-Bar Pull-Downs: 15 reps

**CORE SUPERSET: 3 SETS**
Back Extensions: 35 reps
Toes-to-Bar: 15 reps

"PAIN IS WEAKNESS LEAVING THE BODY."

# BURN FAT, FAST

The ultimate workout routine to burn fat in the shortest amount of time.

## WORKOUT

**ALTERNATE FOR 12 MINUTES**
Treadmill Sprint: 10 seconds
Rest: 10 seconds

**6 SETS**
EZ-Bar Curls: 20 reps
Bench Dips: 20 reps
Jump Rope: 1 minute

**6 SETS**
Hammer Curls: 15 reps
Dumbbell Skull Crushers: 15 reps
Jump Rope: 1 minute

**6 SETS**
Alternating Dumbbell Curls: 15 reps
Double-Arm Kickbacks: 15 reps
Single-Arm Pushdowns: 10 reps
Jump Rope: 1 minute

"'FIT' IS NOT A DESTINATION, IT IS A WAY OF LIFE."

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# 5 ESSENTIAL SUPERFOODS

Superfoods have a high nutrient content, with very few negative elements such as saturated fats, or artificial ingredients. As we tuck into 2015's food trends, we bring you a list of superfoods that are easy to find, cost very little, and have a fantastic nutritional profile.

by **MANUELA INCENDIARIO**

**Manuela is an accomplished businesswoman, as well as a fitness model, competitive WBFF athlete, professional trainer, and online wellness coach. Find out more at *www.4evertfit.co.za.***

## WATERMELON

More men suffer from high blood pressure than women. Thankfully, food rich in potassium reduces the risk of high blood pressure, and getting a stroke. Watermelon has more potassium than a banana, or a cup of orange juice.

**Top Tip:** Cut a watermelon into slices, adding a dash of lime juice for vitamin C, a sprinkle of cayenne pepper to boost your metabolism, and some cinnamon to balance your blood sugar levels.

## KOMBUCHA

Kombucha is a drink made from fermented tea and sugar. Besides having an antibiotic effect, this beverage contributes to cellular strengthening, detoxification, metabolic harmonisation, and the balancing of your blood's pH levels.

**Top Tip:** Purchase ready-made kombucha from your local health store; we recommend the chai flavour.

## TOMATO SAUCE

Men who eat a lot of tomatoes, tomato sauce, or pizza smothered in tomato paste are building a hedge against prostate cancer. Research shows that men who eat tomato sauce two to four times a week lower their risk of developing prostate cancer by 35 percent. However, tomato juice doesn't have the same effect, because in order to have the best absorption, fat needs to be involved. So, pizza is definitely what the doctor ordered. Plus, it's great for boosting energy, and it improves your sex drive.

**Top Tip:** If you're following a low-carb programme, stick to the "light" version of tomato sauce.

**APPLE CIDER VINEGAR**

Apple Cider Vinegar (ACV) comes from fermented apples, which result in a build up of acetic acid, the active ingredient. ACV also helps with indigestion, soothes sore throats, and regulates blood sugar levels. For solid benefits, go for raw or homemade ACV. Bragg's ACV leaves dead yeast and bacteria, which is extremely good for you.

**Top Tip:** ACV is very acidic, so don't drink too much of it. Try diluting a tablespoon or two in a glass of water, drinking it with your meal as a supplement. A morning tonic of ACV, green tea, cayenne pepper, lemon juice, and honey is the best way to go.

**ALKALINE WATER**

Most of us have a highly acidic diet, fizzy drinks, processed meat, etc. By drinking alkaline water, which has a high pH level, we prevent the build-up of acids in our cells, restoring our natural pH, improving bodily functions. Considering our body is over 70% water, this sounds like a good idea. Other benefits include an increase in oxygen production, which leads to improved hydration and energy levels.

**Top Tip:** For a homemade solution, add half a teaspoon of sodium bicarbonate to 4 litres of distilled water, or buy an alkaline jug filter.

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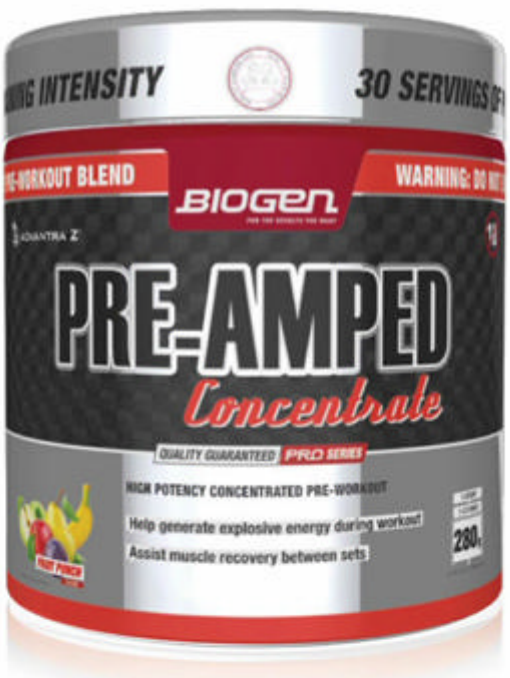
BIOGEN

TAKE IT UP A NOTCH

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# EMPORIUM

WHAT MEN WANT

# Bloodborne

The original *Demon's Souls* came out of nowhere. It was a unique dungeon crawler that was hard as nails, but incredibly rewarding. And then, the *Dark Souls* series arrived and took the difficulty level up a few notches, making dying incredibly fun, and challenging. Then suddenly, up steps the spiritual sequel to *Demon's Souls*, *Bloodborne*. The PS4 exclusive looks incredible, and it promises to strengthen the series.

by **ANDRE COETZER**

**FACE YOUR FEARS**

The series' previous games didn't have the best graphics. Coming nowhere near the big guns on PS3, the graphics were functional, but definitely below par. *Bloodborne* changes that. The city you explore is incredible to look at, and the character movements are amazingly smooth. The game takes all the power the PS4 has, utilising every bit of it, delivering one of the best-looking games yet. But, of course, the *Souls* games were never really about the graphics, but more about the punishing gameplay.

**DANGER AROUND EVERY CORNER**

The game is set in the ancient city of Yharnam, a city now ravaged by a strange illness that is spreading throughout the streets. Danger, death, and madness lurk around every corner, as you set out to discover the dark secrets behind the fate of Yharnam. Like its previous games, in terms of the story, From Software offers very little in the beginning, and it's up to the player to figure out what exactly is happening in the world. The enemies found in Yharnam are tough, from the street walkers that overpower you with their sheer numbers, to the gigantic bosses that want to tear you apart. *Bloodborne* is all about strategy. You will die. A lot. But the dying never becomes frustrating, because when you die, it's generally your fault for rushing in, or not planning ahead.

**A NEW GENERATION OF ACTION RPG**

Armed with a unique arsenal, from guns, to saw cleavers, the player will need wits, strategy, and reflexes to take down the surprisingly intelligent enemies. Of course, the unique multiplayer aspect from the *Souls* series returns, as players can invade your game to help you, or make your life a living Hell. You can also leave messages or warnings for other players, and there is another addition, the Chalice Dungeon, a dungeon that gives you a new and exciting sense of exploration and rewards.

**FOR WHOM THE BELL TOLLS**

*Bloodborne* is simply brilliant. If you enjoyed the previous games, then this is a must-buy. However, if you are impatient, and the thought of dying a million times makes you want to smash your controller against a wall, then you should stay away from it. For everyone else, a great and challenging adventure awaits you.

# PROJECT CARS

Next-gen consoles have really spoilt racing fans so far. From *Driveclub*'s stunning graphics, to *Forza Horizon 2*'s exciting open-world driving, there's been a plethora of racing fun. And now, up steps *Project CARS*, leaving its competitors at the starting line.

**START YOUR ENGINES!**

***Project CARS*** is one of the most beautiful racing games ever created. Fact. At times, it's hard to believe that it's a game, and not real life. But, of course, it's not all about the looks, it's also about the cars, and ***Project CARS*** does not disappoint. From the sleek, smooth lines of an Italian supercar, to the raw power of a US muscle car, ***Project CARS*** covers everything a petrolhead dreams of.

***TOP GEAR* WOULD BE JEALOUS**

***Project CARS*** offers an incredible amount of content, from kart racing, to beautifully rendered racings tracks. You get to drive the fastest, most powerful cars around the most beautiful scenery ever seen in a video game. If you're a racing fan and love all things cars, then this is an easy pick.

# grand theft auto V

What more can be said about *Grand Theft Auto V*? The best-selling game has been released on various consoles, and finally, PC gamers can rejoice. The greatest game ever made is finally making its appearance on the mighty personal computer, and from what we've seen, it's the best version of *GTA V.*

**PC FOR THE WIN**

So, the biggest question PC gamers will ask is, "What's new to this *GTA V,* then?" Well, a lot. The graphics have improved, due to the power of the PC, and there's also the PC-exclusive Rockstar Editor, a full suite of editing tools to create and publish gameplay clips directly to Social Club, and YouTube. Remember how much fun the original editor for *GTA IV* was? Well, multiply that by 1 000. Online, the PC version of *GTA* will support up to 30 players, launching alongside the highly anticipated *GTA Online Heists*. *GTA V* for PC pushes Los Santos and Blaine County to even greater levels of detail, running at 1080p and 60fps, with a resolution of up to 4K.

**GRAND THEFT AWESOME!**

One of the best games ever made just got better! If you have the PC specs to run it, then your eyeballs are in for a treat. And if you haven't had the opportunity to play this game, then this is the perfect time for you to start.

by **ANDRE COETZER**

EFC 39
GROENEWALD
HEAVYWEIGHT CHAMPIONSHIP
VS
VAN ZYL
DOESN'T GET BIGGER THAN THIS
THURS MAY 7 GRANDWEST CAPE TOWN
KEITH HO
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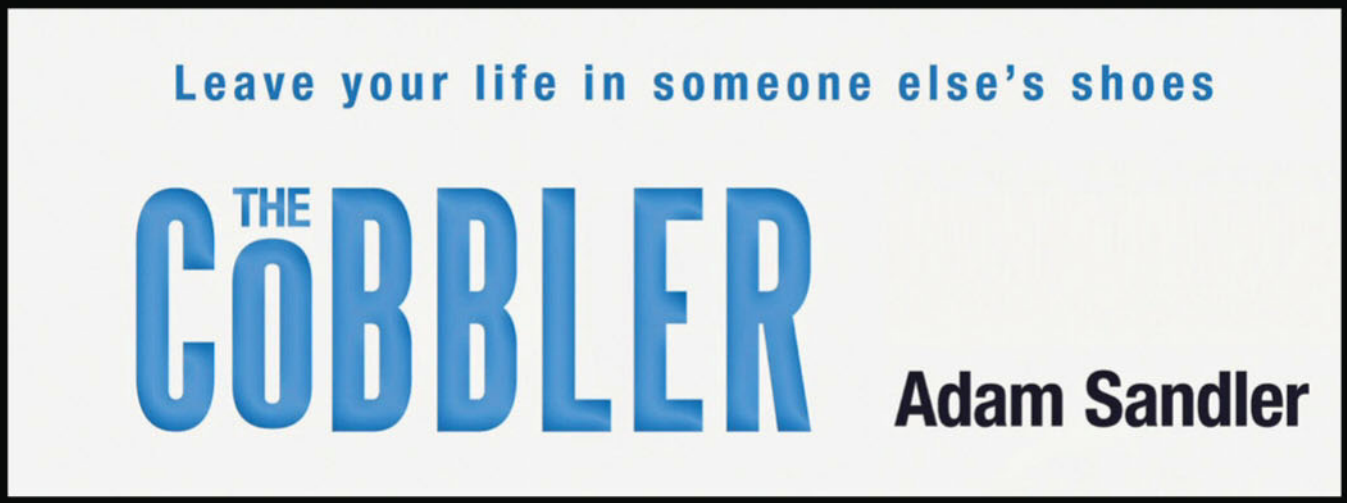


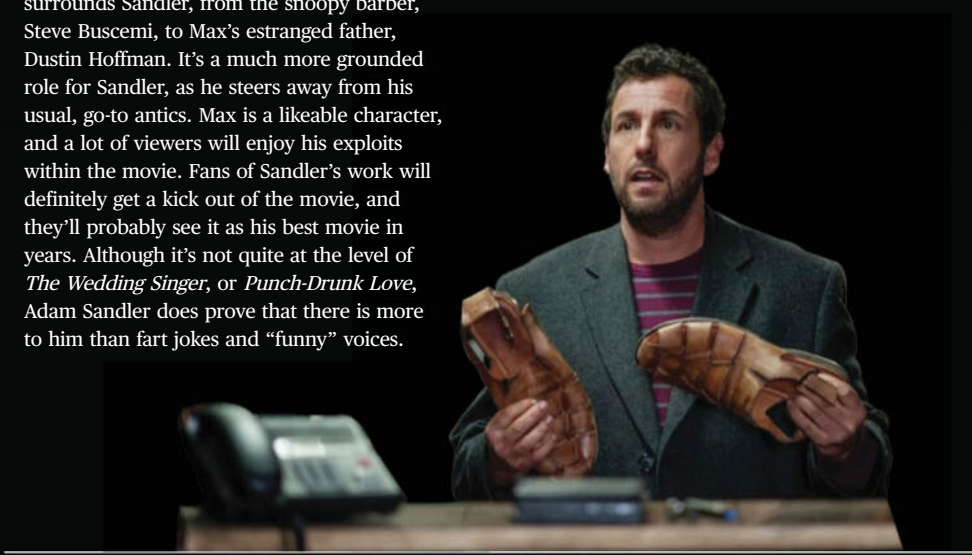

After a string of abysmal movies, from *Jack and Jill*, to the locally shot and incredibly unfunny *Blended*, Adam Sandler is an actor in need of a good movie. Having entertained audiences with the hilarious *Happy Gilmore*, and the rom-com *The Wedding Singer*, Sandler does seem to have gone off the rails lately. However, with *The Cobbler*, his latest offering, the funny man seems to be making a comeback.

**MAGIC SHOE-SHINE**

Max Simkin (Sandler) is a fourth-generation shoe repairman. One night, while fixing the shoes of a notorious gangster (Method Man), Max's sewing machine breaks, and he is forced to use an old, pedal-powered machine in the basement. After he eventually fixes the shoe, Max idly slips it on, transforming himself into the shoe's owner. But when Max takes off the shoe, he returns to his normal self. Throughout the night, he experiments with various shoes, and figures out that any shoe fixed with the old relic of a machine, transforms him into its owner. Max then goes on a wild ride of mischief with his newfound power.

**EYE OF THE BEHOLDER**

*The Cobbler* is a comedy-drama with magic realism, and it is not as zany as the premise might make one believe. An all-star cast surrounds Sandler, from the snoopy barber, Steve Buscemi, to Max's estranged father, Dustin Hoffman. It's a much more grounded role for Sandler, as he steers away from his usual, go-to antics. Max is a likeable character, and a lot of viewers will enjoy his exploits within the movie. Fans of Sandler's work will definitely get a kick out of the movie, and they'll probably see it as his best movie in years. Although it's not quite at the level of *The Wedding Singer*, or *Punch-Drunk Love*, Adam Sandler does prove that there is more to him than fart jokes and "funny" voices.



MORTAL KOMBAT X
WHO'S NEXT?
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# THE 5 BEST SPY MOVIES THAT ARE TOTALLY LICENSED TO THRILL.

by **BILGE EBIRI**

**In director Matthew Vaughn's new spy thriller, *Kingsman: The Secret Service*, a brilliant, but rebellious punk (Taron Egerton) is whisked out of the slammer by a veteran spy (Colin Firth), and inducted into a powerful, way-secret organisation. Soon, he's up to his ears in save-the-world espionage. Being a British superspy, he also learns how to dress well, shoot with sniper accuracy, and detonate explosives hidden in lighters. Sound familiar? *Kingsman* is just the latest in a long line of spy flicks about scary, secret orgs, and the innocents pulled into their webs. Here are the best of the non-007, licensed-to-thrill bunch.**

## THE 39 STEPS 1935

**SECRET ORG:**
The 39 Steps, duh.

**WHAT IS IT?**
"An organisation of spies collecting information on behalf of the foreign office of…" Bang! In Alfred Hitchcock's classic, based on a novel by John Buchan, a regular dude (Robert Donat) finds himself ensnared in a battle between evil spies and counter-spies.

**SECRECY LEVEL**

They transmit secrets using memory tricksters, who are killed as soon as they step out of line. Harsh!

**BOND-AGE FACTOR**

No slinky bad girls, lethal gadgets, or supervillains. Still, the book was a major influence on Ian Fleming's Bond novels.

## LA FEMME NIKITA 1990

**SECRET ORG:**
Centre

**WHAT IS IT?**
A clandestine group within French intelligence that handles political assassinations. They recruit young Nikita (Anne Parillaud), who is fresh out of prison, fake her death, teach her how to fight, and buy her some mind-meltingly tight mini-dresses.

**SECRECY LEVEL**

Once she completes her training, Nikita only interacts with her stern overseer, Bob (Tcheky Karyo).

**BOND-AGE FACTOR**

The outfit, cleavage, and weapons are very 007-esque, but there's actual espionage there.

## BATMAN BEGINS 2005

**SECRET ORG:**
League of Shadows

**WHAT IS IT?**
A nefarious, hush-hush, ancient army that doles out punishment, destroying societies when they become too corrupt. It teaches Bruce Wayne (Christian Bale) fighting, stealth, and survival methods, which come in handy when he becomes the Dark Knight.

**SECRECY LEVEL**

It's been bringing down civilisations for centuries without anyone knowing its name. Now *that's* a secret society!

**BOND-AGE FACTOR**

Its members do not have a shred of Bond's charm. In fact, they enjoy razing cities in horrific ways so much, they're more like Bond villains.

## THE BOURNE ULTIMATUM 2007

**SECRET ORG:**
Treadstone

**WHAT IS IT?**
Funded by the CIA, it's a deeply hidden group cranking out mindless assassins. Renegade agent Bourne (Matt Damon) threatens to reveal the group's highly illegal training programmes.

**SECRECY LEVEL**

Treadstone and its successor, Blackbriar, are so explosive, the powers that be seem perfectly fine with killing everyone who knows about them.

**BOND-AGE FACTOR**

This movie is a tough, real-world alternative to the Bond fantasy. So, very few gadgets, and the cars are way more mundane.

## THE WANTED 2008

**SECRET ORG:**
The Fraternity

**WHAT IS IT?**
A centuries-old cabal of killers with superhuman abilities, from heightened reflexes, to freaky bullet-trajectory-bending skills. The plot? A milquetoast accountant (James McAvoy) is kidnapped by a sexy babe (Angelina Jolie), discovering that he, too, possesses these strange powers.

**SECRECY LEVEL**

Very impressive, given that the Fraternity often leaves comical levels of vehicular chaos in its wake.

**BOND-AGE FACTOR**

Probably too much hocus-pocus for Bond lovers, but 007 would have loved facing off with Jolie's vaguely BDSM-ish superkiller.

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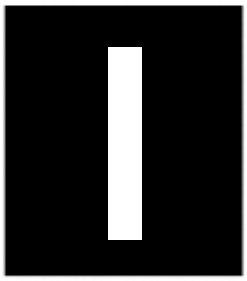
# TANIA

EASTERN EUROPEAN MODEL TANIA MER IS WHAT HAPPENS WHEN THE SANDMAN ACCIDENTALLY LEAVES THE DOOR OPEN AFTER A NIGHT OUT, SEDUCTIVELY STRUTTING STRAIGHT OUT OF THE SWEETEST PART OF OUR DREAMS, LYING DOWN ON THE PAGES OF OUR MAGAZINE. THE PORCELAIN-SKINNED EYE-POPPER HAS BEEN CAUSING WAVES, LEAVING MEN DRENCHED IN SWEAT IN HER WAKE. WE HAD TO SEE WHAT ALL OF THE COMMOTION WAS ABOUT.

by **FARAI MAKONI**
photographs by **BRIAN B HAYES**
make-up by **ZEE CLEMENTE**

“IT DOESN’T MATTER WHAT YOU TELL A GIRL, BECAUSE IF SHE IS REALLY INTO YOU, SHE WON’T BE PAYING MUCH ATTENTION TO WHAT YOU’RE SAYING.”

photographs by @brianbhayes courtesy of @shandrewpr



**How did you get into modelling?**
I never dreamt about becoming a model, and it wasn't that serious for me, even though I used to always hear people say, "You should be a model." Then one day, I got a shoot with a photographer who introduced me to someone working with a number of different agencies, and I signed a contract.

**If you ever had to stop modelling, what would your alternative job be?**
When I was a kid, I was a little weird. I used to tell my mother that I wanted to be a pathologist. I used to study political science, and I have a bachelor's degree in pharmacy.

**What's the worst part about being a model? Because people always ask about the glamorous bits.**
A lot of people think that modelling is easy, but it's not. I hate casting calls, and the long lines can kill your whole day.

**If you could do a shoot anywhere in the world, where would it be?**
It would be in Bora Bora. I think it's one of the most beautiful places in the world.

**Your pics get a lot of comments on Instagram. Have you learnt how to filter out comments from creeps, and jealous females?**
(Laughs) Creeps are worse than females! You have to learn to ignore all of that. When your schedule is super busy, you don't have time to think about them.

**But what's the strangest comment you have ever gotten?**
People ask for my phone number or address in my comments. I don't understand what they are thinking when they do that.

**Do you have any tips for people trying to beef up their following on Instagram?**
It doesn't matter if you are a model or not, because I see "regular" girls getting more followers than models. It's all about how active you are.

**You have tons of groupies, but are you anyone's groupie? Is there a celeb out there who makes you lose your cool?**
(Laughs) Not anymore, I grew up! Now, I just appreciate talented people. When I was in high school, I was a fan of a lot of rock bands.

**What tip would you give to a guy trying to chat you up on a night out?**
When guys are trying to talk to girls, and they don't know what to say, they look like creeps. It's even worse when they try to act "cool." It doesn't matter what you tell a girl, because if she is really into you, she won't be paying much attention to what you're saying. But if she's not interested, everything you say will make you look stupid.

**And the quickest way to melt your heart?**
Hmmm... just be yourself, and don't act desperate.

**Where do you see yourself this year?**
It will be a very busy year for me, because I have a lot of magazines coming out, and I have a couple of projects I'm working on right now. But, watch this space! ■

# CRISTIANO RONALDO

There is a debate in the world of soccer as to who is the greatest player of his generation. There are only two names worth a debate, Lionel Messi and Cristiano Ronaldo. Both of them play for the most successful and prestigious clubs in the world, and both of them have won their fair share of titles, including the coveted Ballon d'Or. However, it is Ronaldo who is touted as our generation's greatest.

by **BRANDON GOING**

Born in 1985 in Portugal's Funchal, Ronaldo is the youngest of four children. He was named after Ronald Reagan, his father's favourite actor. Ronaldo grew up in a working-class neighbourhood, living in a small, tin-roofed shack that overlooked the ocean. His humble beginnings were shaped by hardship, with his father, a gardener, often drinking too much, dying from kidney problems in 2005. To keep her children's stomachs full and maintain some form of financial stability, Ronaldo's mother worked as a cook and cleaner. It was through his dad's work as an equipment manager at a boy's club that Ronaldo was first introduced to soccer. By the time he was 10, he was already seen as a phenomenon. "As a boy, all he wanted to do was play soccer," Fernao Sousa, Ronaldo's godfather, recalled, "He loved the game so much he'd miss meals, or escape out of his bedroom window with a ball when he was supposed to be doing his homework."

Like all great champions in their chosen field, Ronaldo has a hunger to succeed. As a junior at Sporting Lisbon in Portugal, he would train with weights strapped around his ankles. His theory was that come match day, the ball would feel lighter for dribbling purposes. This is how much he pushed in order to become the world's greatest soccer player. And his dream of showing the world his talent started to become a reality. Talent is nothing without hard work, and contrary to popular belief, Ronaldo is the first one at training, and the last to leave. When you combine a solid work ethic, an innate drive to be the best, and talent, you have a truly great sportsman on your hands. By his early teens, Ronaldo's talent had matured considerably. After a stint with Nacional da Madeira, he signed with Sporting Lisbon in 2001. That same year, at just 16 years old, Ronaldo turned heads with a mesmerising performance against Manchester United, wowing even his opponents with his footwork and deft skill. He made such an impression that a number of Manchester United players asked their manager to try and sign the young player. It wasn't long before the club paid Ronaldo's team more than £12 million (around R200 million), which at the time was a record fee for a player of his ability.

Sir Alex Ferguson said this about Ronaldo, "He's the one player I'd spend money to go and see play. I'm sure Ronaldo is already in the 'best in the world' bracket. He's only 21 and he will get even better." And he has gotten better, with a goal against Portsmouth regarded as the 3rd greatest goal in Premier League history. Ronaldo has had a number of critics and many feel that he's a spoilt brat, often reflected in his celebrations or demeanour on the field. However, he feels it is just his immense desire to win and to improve. He has said that when he doesn't celebrate a goal, it's because he believes he could have finished it better. It's his ambition to always be the best that makes him a true star. Ronaldo's wealth doesn't just come from scoring goals, he is one of the most marketable athletes on the planet. In 2009, Ronaldo became the face of Emporio Armani underwear and jeans. In 2010, he renewed his endorsement with Nike. Ronaldo has a long list of endorsement deals, including Coca-Cola, Castrol, Konami, Motorola, and Samsung.

In 2006, Ronaldo opened CR7, a fashion label in Portugal, expanding his business with a second boutique in Lisbon. In 2013, in partnership with Danish company JBS Textile Group, and New York fashion designer Richard Chai, Ronaldo co-designed a range of underwear. He later grew CR7 by launching a line of premium shirts and shoes. The only thing missing from his impressive CV is a World-Cup medal. Sadly, I don't see this happening, but does it really matter when you're this successful? ■

illustration by **DAV ANDREW**

# STEPHEN VILJOEN

▸When you think of game developers, you usually picture Japanese or American programmers. But contrary to popular belief, one of the most talented game developers is not only a local boy, but a developer of AAA gaming titles right in Hermanus. Recently, ***Maxim*** spent some time with Stephen Viljoen, *Project CARS*' game director. He tells us about the highs and lows of developing games, and the unique work environment he is in.

by **ANDRE COETZER**

**You were born in Nelspruit, grew up in KwaZulu-Natal, and lived in the USA. That is quite a journey. Tell us more about how a local boy from KZN ended up creating some of the most exciting racing games ever?**
Truth is, I've always had game creation in my blood. I had a dream about it when I was a little boy, and I still remember it. I got my incredibly supportive dad to buy me a membrane keyboard for my old Atari console, and I learnt programming in BASIC on that. It got me on the right path. And when I was young, my dad used to take me to Kyalami Race Track, which birthed the other great passion in my life, motorsports. These two passions were bound to lead me to what is really the only logical conclusion, racing games!

**You and some friends started a "mod group" in the '90s. How did that come about?**
The Internet was barely out of the crib, still crawling on all fours. There was a forum where a bunch of us racing-simulator fans would hook up and chat. Then, one day, a few of us had this crazy idea that we could do it better than what the game studios were doing. Driven by passion, we worked at crazy hours, and on weekends. Finally, we released a mod for a then-popular racing game, transforming it into a completely new experience (new cars, tracks, audio, handling, etc.). After we released this mod for free, it won "Best Racing Game of the Year" with some popular PC magazines at the time. We were on top of the world, and we didn't earn a single penny for all the work that went into it. At times, passion is a crazy thing!

***GTR* is still regarded by many as one of their favourite racing games. How difficult was it to create your first commercial game?**
It was probably the easiest game we have done. I remember when the first cheque came in, and we were blown away, because someone actually paid us to do what we were doing for fun! Sure, it was a lot of hard work, but as they say, "The more you want to do something, the less you call it 'work.'" We finished the project, from start to finish, in roughly 10 months. It was a niche-market, PC-only game, and it barely sold enough to keep going, but it was our first commercial game. It's motivating that it's still regarded by many as a great title, onwards and upwards!

**After releasing a number of projects, EA came knocking. Were you surprised that they approached you?**
Yes, and no. We were already very confident of our ability to develop racing games, but we didn't expect to "go big" so soon.

**You are based in Hermanus, but you are still very hands-on with *Project CARS*, even though Slightly Mad Studios is in the UK. How do you guys work on such a high-profile game when you're on different continents?**
Our head offices are in London, but we're spread out all over the world. Our advantage is that we have never known a different way of doing it. We have a private forum where we do most of our communication, and coordination. We also use a special text-chat system for quick, person-to-person discussions. There is a central server in the UK, where team members upload their work on a daily basis, and there, we synchronise all of our work.

***Project CARS* looks amazing. What was your role?**
Thanks! We are proud of how the game has turned out. I am the game director, that is my official role. As the game director, I coordinate, pulling all of the bits together, pushing the design and the shape of the game towards what it needs to be. I'm also responsible for the design and the script programming of the career module, as well as the replay cameras on all of the tracks.

**Looking back on your career, what would you say is your proudest moment?**
I have quite a few! Seeing the review scores of *GTR*, our first title, would definitely rank up there. Having EA approach us to take on the *Need For Speed* franchise, that's another proud moment. For me, though, it doesn't get better than when I presented *Shift 2* at Gamescom in Germany. EA rented a huge hall, and filled it with journalists and industry leads. EA's president got on stage and said that *Shift 2* was his personal favourite, handing the stage over to us. Millions of people around the globe were watching, and my face was literally glowing with pride at that very moment!

**What words of wisdom do you have for the gaming world's local talent?**
Prove your passion, not for playing games, but for making games. Show your passion by actually making something good, and then, make it visible. If you do it well enough and don't give up, someone will notice. In this industry, it's critical to show that you have the passion, initiative, and discipline to actually do something, even if you don't get paid for it. This counts so much more than a qualification from an institution. For sure, the qualification is very important, but that's just the beginning. Prove to people that you can do what needs doing, and the work will come.

**In terms of the games you've created, if you could go back in time and do anything differently, what would you do?**
Oh, I would do things differently on every game we've done so far. The one game I would love to have another chance at is *Test Drive: Ferrari Racing Legends*. This game had so much potential, but due to it being shuffled between different publishers, finally being released in an unpolished state, it never got the love and attention that it deserved. If we could have just a few more months on that... anyway, never say never! ■

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# TAME THE TRAIL

It's mountain biking's big moment. Here's how to make the most of it.

by **MICHAEL FRANK**

**CALL IT THE "PEAK RUSH," MORE RIDERS** are hitting the mountains than ever before. And not just serious cyclists, everyone, from celebrities, to Sandton entrepreneurs, is taking two wheels to the trails. The reason? The latest bikes are built like super cars, with features like aerospace-grade, carbon-fibre frames that are easier to handle, and ultra-responsive, air-sprung suspensions that absorb every bump on the trail. We rounded up the most promising new rides and gear for joining in on the action.

## ROUGH RIDERS

**YETI SB5C**
Yeah, the SB5C sports a smooth-shifting hub and 34 centimetres of clearance that let you fly nimbly down the trail. But it's the carbon-fibre bike's game-changing suspension system that really stands out. Called the "Switch Infinity," it automatically engages the shocks when you encounter a rock, but stays stiff when you're pedalling. The result? A faster, more efficient ride.
*morningsidecycles.co.za*

**DIAMONDBACK MISSION PRO 27.5**
The Mission Pro is built for enduro racing, a new style that fuses downhill with flatter trail riding. Along with its fast-spinning, 11-speed drivetrain, the bike has a manual suspension, so you can flip a lever to engage the shocks when things get bumpy. And while the Mission Pro feels as steady on back trails as it does in the bike park, be warned, it corners like a sports car.
*emotioncycling.co.za*

**SALSA BUCKSAW**
Want to barrel through everything from ankle-deep mud, to sand dunes? Invest in a fat bike, a new breed of rides with big tyres meant to roll through the dirt, but also the snow, sand, and mud that would trap skinnier tyres. The Bucksaw's huge, 10-centimetre-thick wheels have more shake than a Pitbull EP, but unlike others of its kind, its unique shocks soak up all the chatter, making it far more comfortable and mobile.
*emotioncycling.co.za*

## PERFORMANCE ENHANCERS

**TRABEC HELMET**
A honeycomb-like lining in the well-vented Trabec compresses rather than shatters during a crash, so it's better at absorbing brain-rattling hits. Bonus? Ample venting means you'll stay cool on even the sweatiest rides.
*puremotionsports.co.za*

**OAKLEY RACING JACKET**
The swappable, serrated lenses of these shades not only allow airflow to prevent vision-blocking fog, but they also kill distortion better than any others we have tested. Even when you're zipping from sunlit fields, to shady paths, you'll be able to discern every twist and trail hazard.
*shopmania.co.za*

**ICEDOT CRASH SENSOR**
Wicked wipe out? When placed in a helmet, this button-size, impact-registering sensor knows, and, via a smartphone app, it notifies emergency contacts with an alert, and your GPS coordinates. Unharmed? Simply cancel the alert.
*puremotionsports.co.za*

# SUPER RUGBY

Once again, Super Rugby is upon us, and this one is set to be the most intense one we have seen in years. This season's Super Rugby has allowed teams with a less than star-studded international roster to full-on fight for Super Rugby victory. Here's hoping a South African team can add some green to the World Cup gold.

by **BRANDON GOING**

BLK
SHARKS
BLK
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THE SHARKS

## NEW ZEALAND CONFERENCE

At this stage of the competition, New Zealand's landscape has surprised even the most ardent gambler. The Crusaders, dare I say it, are a dynasty on the decline. On paper, they still have the "best team," but after this year, they will be losing most of their veterans to overseas clubs, and that winning mentality will go with them. During the past few seasons, since 2009, Todd Blackadder's team has featured in the semi-finals and finals, making a habit of losing on every playoff occasion. This is different from Robbie Deans' era, when 5 titles were won out of a possible 7, in the same amount of time. Evidently, the winning mentality is gone. The teams facing the red-and-black machine will find a few more chinks in their armour, and they should exploit this as much as possible.

The Chiefs have had a strong start, and Dave Rennie has, once again, formed a really tight-knit group. Still the most dangerous team from broken play, it is their set piece that could undermine them. If they get that right, they will be one of the front runners. Their recent annihilation of the Crusaders is a serious warning to their competitors. We got a complete game from the Chiefs, who not only made the Crusaders pay for the slightest mistake, but who also launched their attack off of strong set pieces, making them an even deadlier opponent.

The Blues need some serious introspection. They have no excuse for their results over the past few seasons. The Blues seem to be rudderless, because they don't know which style of play to incorporate; a safety-first kicking approach, or a high-risk running game. Their traditional strength has always been the ability to run the ball, but this time, their decision-making is not up to standard. They run when they should kick, and vice versa. They need direction in the way they play, and belief in the talent they have at their disposal. Until they get this right, teams will try to bank a bonus-point win against them.

The Highlanders still seem to be settling in, and they should cause a few upsets as the season moves forward. Jamie Joseph is another underrated coach who has gotten the best out of his team over the years, and he will do the same this year. The Highlanders are very difficult to beat at home, and their stadium intensifies their brand of running rugby. They have real star quality in prominent positions, but their season could be derailed if those players get injured.

## SOUTH AFRICAN CONFERENCE

Another season, another new head coach, and more promises about "running rugby." So far, the Stormers have been great. Duane Vermeulen leads with distinction and immense action, a shrewd, intelligent captain who has a good rapport with the referees. They are playing a great brand of rugby, which seems to have come from winning the Currie Cup last year. They have experience and confidence, playing for a greater cause, much like the Lions did last year, but more equipped.

Out of all the South African teams, the Bulls have the best backline, but they've still failed to fire. They will always feature a very strong pack, but that star is also beginning to fade, looking at what the Hurricanes' "weaker" pack did to them in round 1. What will help them is their deplorable success rate while playing at home. They managed to beat the Sharks, even though they were helped by two poor calls from the TMO. The Bulls need to address their deficiencies quickly if they are going to make a push for the top 6. Anything outside of that will be seen as an utter failure in Pretoria.

The Cheetahs seem to be stuck on a merry-go-round. One year they are fantastic, and the following year, they are awful. This year seems to be the year of the fantastic. Recently, a massive round-1 win over the Sharks boosted their confidence, and although they were lucky against the Blues, this just shows how beneficial a great start to your season can be. Due to their style, they are everyone's second-favourite team, because people love the underdog, and that is exactly what the Cheetahs are.

The Lions have found out the hard way what second-season syndrome means. They were quite outstanding last year, popular due to their playing style and team ethic. However, this year, it's a little different. The Lions' game management needs a lot of work. They are similar to the Blues, because they run when they are supposed to kick, and vice versa. However, the coaches are not to blame, and the players themselves need to address the direction in which they are playing. This means winning by any means necessary, and the longer they go without a win, the longer the season is going to be for them.

Another season, another new head coach, and more promises about "running rugby" at the Sharks. Gary Gold may be the new head coach, but for me, consultant Brendan Venter is the team's gem. Due to the players they have had over the years, the Sharks should have, at least, 2 or 3 titles. Expect another year of near misses, and what ifs, because just as winning is a habit, so is losing when it counts the most.

## AUSTRALIAN CONFERENCE

The Waratahs, last year's champions, have a lot on their plate this year in terms of replicating last year's winning season. The Reds are in serious trouble, one half of their playmaking duo is out for most of the season, they haven't recruited anyone of real substance, and they seem devoid of any ability to score tries, which is something we have never associated with them. From the outside, they don't have a lot of faith in their head coach, or the playing philosophy. They seem to be trying to grind out results, and this doesn't suit the players they have at their disposal.

Last year, the Force did so well, picking up some serious scalps. However, this year, reality seems to have set in, and their playing philosophy has been described as "South African," because it is very conservative. They'll find this year very difficult, and their game plan, which worked well last year, hasn't really evolved. They will still be difficult to beat in Perth, but not as difficult as last year.

As always, the Rebels will cause a shock or two, because of their opponents not taking them seriously. They scored a great win against the Crusaders in round 1, and that could be their defining moment. A win like that can either drive you towards more success, or result in complacency.

The Brumbies are my pick for the Aussie conference. They have talent in the back division, with a powerful pack that works hard all over the park, and one of the most shrewd and tactical brains in Stephen Larkham. They're notoriously difficult to beat at home, with a very good away record, and all of this will most probably give them a top-4 finish. Larkham has also reverted to the older playing style of phase play and holding onto the ball for long periods, which stretches defences and tires them out. They were very unlucky when they lost against the Chiefs, which seems to have also spurred them on, scoring a 4th Super Rugby title for the club.

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# BOTTLE SERVICE

As the seemingly unstoppable economic engine that powers glitzy clubs, where status-seeking whales routinely drop six figures a night, bottle service could live on forever... pass the R5 000 bottle of vodka!

## 1822 TARANTULA JUICE

Brown's Saloon, the first establishment known as a "saloon," opens its swinging doors. Catering to men in need of a shower, it was the model for countless watering holes to come that sold bottles of whiskey, or at least something resembling it. Back-in-the-day rotguts made from raw alcohol, burnt sugar, and tobacco juice had names like "Tarantula Juice," and "Coffin Varnish," and... sigh. Make ours a double!

## 1921 BOTTLE MODEL

A hangout opens and debuts one of the earliest bottle menus on record, charging about R200 for scotch, and around R300 for champagne. Owner Barney Gallant wrote a manifesto that remains relevant today, "Rule No. 1: Reserve a table in advance, so as to be sure of admittance." Strangely, there was no mention of how many cans of Red Bull to order for your table.

## 1967 FRENCH TWIST

Les Caves du Roy kicks off a gilded age of excess in Hotel Byblos Saint Tropez's basement. The venerable playpen for the ridiculously rich, tanned, and entitled is still pumping dance beats and popping Cristal today, and it has a decadent history of hosting everyone from Jack Nicholson (who once drank there out of his shoe), Cher, and Mick Jagger in the hairy '70s, to Bono, Bruce Willis, and Beyoncé, along with assorted Saudi royals, and yacht-tastic Euros.

## 1967 TOTAL "RECALL"

Italian-born Nicola Siervo brings "recall" with Bar None. Inspired by clubs in Milan and Paris, it allowed revellers to leave unfinished bottles at the club to drink later, as long as they bought more when they returned. These days, tables can cost an arm and a leg, "The better the table you're at, the more you drink, the more important you are," Siervo says.

## 1993 VIPS ONLY

Club director Jeffrey Jah says he began offering bottles for around R1 000, because the city he lived in allowed only three bars per establishment. "I sold a bottle for the price of a drink times 20. People looked at me like I was crazy when I put a bottle of Jack and mixers on the table," said Jah.

## 2001 BOTTLE SERVICE RISING

A number of ritzy clubs open, charging up to R6 000 for a bottle of Grey Goose. The trend spreads, with bottle spots cropping up faster than Puff Daddy could change his name to P. Diddy. By 2003, certain clubs adopt the Saint Tropez tradition of waitresses delivering bottles of Cristal with sparklers.

## 2006 PUT A CORK IN IT

Protests to ban the seemingly ubiquitous bottle service flare up, claiming that it "drastically increases patrons' incentive to drink intemperately, and it promotes dangerous levels of drunkenness." Uh, isn't that kind of the whole point?

## 2008 BOBBY BOTTLESERVICE

Comedian Nick Kroll debuts his hilariously douchey Bobby Bottleservice character on Funny or Die. Bottleservice's hobbies include wearing glittery Ed Hardy shirts, and manscaping his pubes into gargoyle wings.

## 1977 STUDIO 54

For a nightclub that didn't actually sell liquor by the bottle, Studio 54's showmanship and notoriously exclusive door policy influenced bottle-service spots for decades to come. It opened in a former opera house in 1977, ushering in a debauched disco era of celebrity clientele, pansexual hook-ups, and coke spoons. Regulars like Michael Jackson, Andy Warhol, and Truman Capote mingled with straights, gays, and costumed weirdos.

## 1979 THE SETUP

"The original bottle service was called a setup," says Jon Taffer, a veteran nightlife operator, "You'd go to a nightclub where they had a 90-minute show, and it would eliminate service during the show."

## 1986 "SCARFACE WAS REAL"

John Turchin says that within a year of opening his 2 000-capacity club in 1986, the cocaine dealers flooding the city began demanding bottles at their tables, "They didn't want the waitresses to keep coming back and forth. They'd get a bottle of Chivas Regal. *Scarface* was real back then. Everybody had a gun. These guys would come in and throw kilos of cocaine on the table and snort it all."

## 1988 DOUCHING IT UP

Legendary Paris nightclub Les Bains Douches begins selling table reservations, which come with a complimentary bottle, because they don't have room to seat the crowds lining up outside. It was David Bowie and Prince's favourite haunt. Considering a bottle-service bill can often make a man cry, the gloomy, post-punk icons made for a perfect soundtrack.

Hey, it happens to a lot of guys!

DJ booths always have the best views...

## 2011 THE DON OF THE NIGHTLIFE

Johnson, who claims to have taken down several casinos for around R175 million in winnings, spends R3 million at London's One for One nightclub while partying with Jon Bon Jovi. The card shark raises the bar in wastefulness by spraying people with a 30-litre Armand de Brignac champagne he bought for R2 million. Shine on, you crazy diamond.

## 2013 R11 MILLION CHAMPAGNE

Las Vegas' XS lives up to its name by shamelessly hawking an 18-bottle Armand de Brignac "Empire" Collection for R11 million. Touted as the priciest bottle service ever, it features a 30-litre Midas bottle of sparkling rosé. Not sold? Neither was anyone else, because the million-dollar deal has yet to be purchased.

## 2014 SIN CITY SUPREMACY

Want proof that bottle service remains insanely profitable? Las Vegas' Hakkasan is America's top-grossing venue, with estimated annual revenues of R1 billion. The five-level megaclub lures the bottle-buying tourist hordes with its stable of superstar DJs. Hmm, irritating EDM beats, and inflated bottle-service bills? No wonder this place is killing it!

# GYM CLASS HERO

These days, with sportswear moonlighting as high fashion, you don't need to be a star athlete to throw on a pair of joggers, or running shoes.

photographer **KIRSTEN HO**
styling **CHANTELLE MIRANDA**
model **JOSHUA BOULTON**

**PREVIOUS PAGE**

Sunglasses, Dot Dash R250
Headphones, Skullcandy R600
Jacket, Supremebeing R1 600

**THIS PAGE**

Sunglasses, Prada at
Luxottica R3 480
Hoodie, Zara R600
Jacket, Superdry R3 500
Joggers, Craig Port R400
Bag, Puma R1 700

**THIS PAGE**

Sunglasses, Prada at Luxottica R3 480
Hoodie, Country Road R650
Jacket, Oakley R2 250

**THIS PAGE**

Sunglasses, Von Zipper R1 000
Hoodie, Top Man R430
Jacket, Oakley R1 250
T-Shirt, Element R400
Pants, Top Man R650

**THIS PAGE**

Sweater, Puma R1 300
Joggers, Puma R1 500
Sneakers, Puma R2 000

**THIS PAGE**

Jacket, Zara R800
Joggers, Reebok R700
Sneakers, Le Coq Sportif R1 500

**THIS PAGE**

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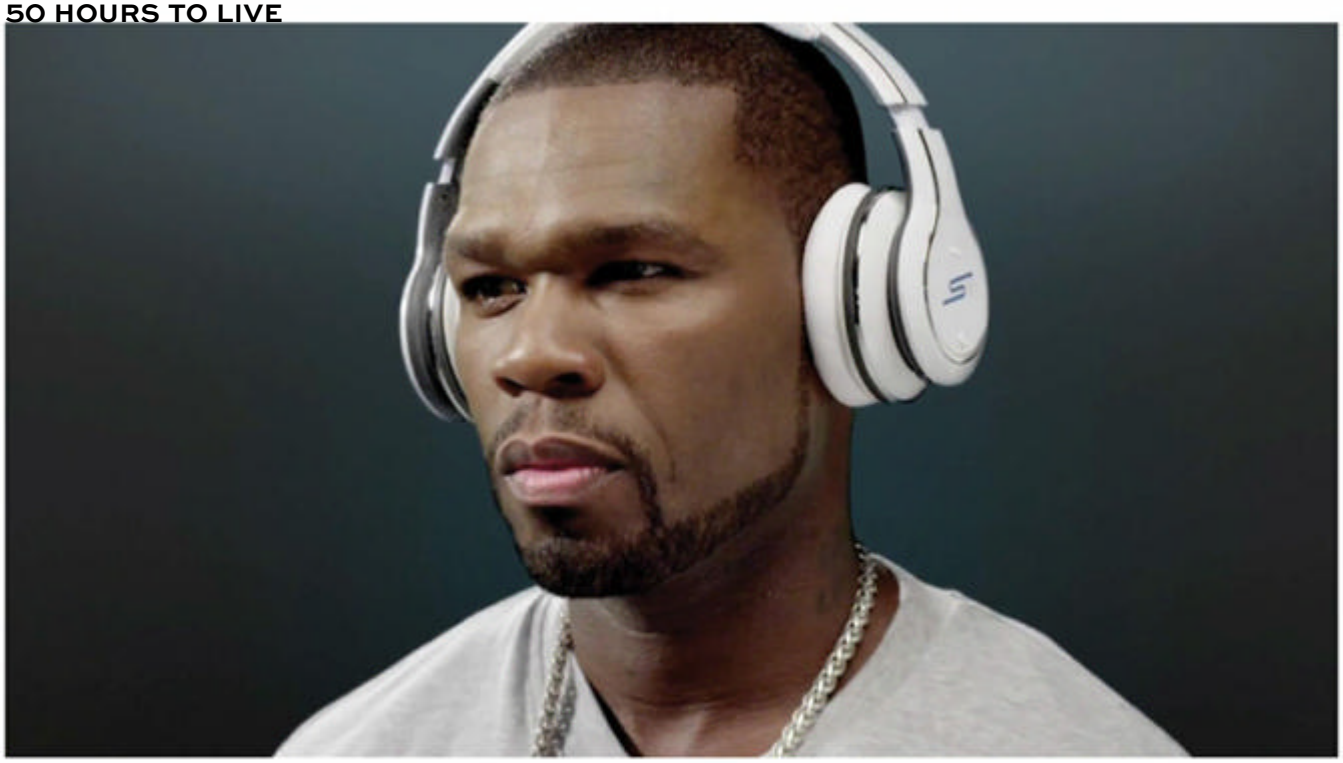

# 50 CENT: WE GAVE THE RAPPER-ACTOR-ENTREPRENEUR 26 HOURS MORE THAN USUAL. GOT A PROBLEM WITH THAT?

**You were shot nine times. What finally does you in?**
Probably a head cold. Something really simple.

**Do you have any deathbed confessions?**
At that point I would just be runnin' my mouth crazy. I'd tell you about everything that actually happened, that people don't have the answers to. The police should just sit there.

**Will you be going to Heaven, or Hell?**
I think I'll be going to Heaven, because I had good intentions. But my actions are another thing.

**What will you look like on the other side?**
I'll have long, straight hair, like down to my back, when I go to Heaven. And I'm not even going to exercise, but I'll be in shape. It's a whole new programme up there.

**Eminem, Young Jeezy, and Snoop Dogg are featured on your new album. Who, living or dead, would you most want to do a song with?**
Tupac and Michael Jackson. In Heaven, it'll be the biggest hit. And Michael, he'll have a new walk. It won't be the moon-walk, because we're already over the moon. It'll be called, "Walking on a Cloud."

**What's your last meal?**
I'd eat pizza.

**What's the wildest thing you ever did while you were alive?**
Man, I can't tell ya, I'd get in trouble. So, let's keep it sexual. You know the *Orgy World* DVD set? I did it, we just didn't tape it.

**What woman did you always want to sleep with?**
This may sound inappropriate, but Phylicia Rashad from *The Cosby Show*. Listen, I watched the Huxtables, and I had a crush on that woman since the first episode aired. I'm an adult now, but she's still so beautiful to me. I saw her on a plane one time, and, man, I just fainted. I went into groupie mode.

**Now that you're about to die, what will you confess to listening to on your iPod?**
Kelly Clarkson. She was on the iPod when I got it, and I started listening to her when I was running. There's storytelling there.

**What are people saying over your casket?**
This motherfucker left, and now we ain't got no money! Who's gonna pay the bills now?

**Got any last words?**
It was good while it lasted. ■

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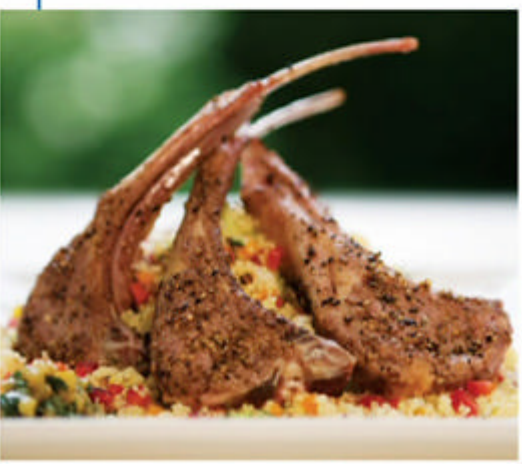

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